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ABSTRACT

A study assessed the readability of health education pamphlets and booklets distributed to local health department clients in North Carolina through their maternal health, child health, and family planning clinics. The materials analyzed came from various vendors, but excluded materials developed by local and state public health staff. The sample included 424 client-directed materials. Data included frequency of commonly used words, frequency of long words, variety of sentence types, overall length, target population, and content focus. The three main scores used to assess readability were reading level, "mortar" (a ratio of commonly used words to concept words); and an overall rating. Results indicated that: (1) the values for reading level, mortar, and overall rating across all three clinics were very similar; (2) more materials distributed via the maternal health clinics were in line with recommended criteria; (3) materials distributed via family planning clinics fared the best overall; but (4) only 15.4% of all of the materials supplied to local health departments by commercial and not-for-profit vendors met the recommended criteria. Recommendations for improvement include: clearly state the purpose for using the material; achieve a reading level not lower than grade 5.0 or higher than grade 7.9; vary sentence length; define specialized vocabulary; and pretest the pamphlet or booklet with a sample from the target population. (Contains 26 references and 13 tables of data. Appendixes, which constitute more than half the study, present information on all materials analyzed, a list of vendors, a description of the SMOG Readability formula, standard pretest questions, and a discussion of how to determine clients' information.) (RS)

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ED 382 934

Readability Study

of Client Health Education Materials

A Resource for Assuring the Effectiveness of Written Materials

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Office of Health Education and Communication

State of North Carolina • James B. Hunt, Jr., Governor
Department of Environment, Health and Natural Resources • Jonathan B. Howes, Secretary

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Readability Study

of Client Health Education Materials

**A Resource
for Assuring
the Effectiveness
of Written Materials**

Office of Health Education and Communication

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May 1994

The Challenge

Dear Public Health Professionals:

Perhaps the most common method of informing the public about health matters in general is through the use of printed educational materials. Printed materials are cost-effective and permit us to share useful information that people may keep for future reference.

Unfortunately, most of the health education materials published by commercial and not-for-profit vendors cannot be read and understood by many of our clients. As a community of public health professionals, we need to ensure that the materials we distribute are written and presented in ways that people can understand and use.

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Executive Summary

Methods

This study assessed the readability of health education pamphlets and booklets distributed to local health department clients through their maternal health, child health and family planning clinics. The materials analyzed came from various vendors, but excluded materials developed by local and state public health staff. To increase the reliability of the results and decrease human error, a computerized approach was used.

Written materials were collected from 39 local health departments: three from counties with populations greater than 250,000; eight from counties with populations between 100,000 and 250,000; 16 from counties with populations between 50,000 and 100,000; and 12 from counties with populations below 50,000. The sample included 424 client-directed materials: 195 distributed in maternal health clinics; 130 in child health clinics; and 99 in family planning clinics.

For each pamphlet and booklet, data were collected on the following variables:

- Frequency of commonly used words and simple sentences;
- Frequency of long words and complicated sentences;
- Frequency of sentences containing only short words;
- Variety of sentence types and sentence lengths;
- Average long words per sentence; and

Additional variables included:

- Overall length of the pamphlet or booklet;
- Target population;
- Primary purpose; and
- Content focus.

The three main scores used to assess readability were:

- **Reading level** - a reflection of sentence and word length;

- **Mortar** - a ratio of commonly used words to concept words; and

- **Overall rating** - the average of reading level, mortar, the array and use of sentence types, the frequency of long words and complicated sentences and the percentage of sentences using only short words.

Results

The values for reading level, mortar and overall rating across all three clinics were very similar. When examined separately, more materials distributed via the maternal health clinics were in line with recommended criteria for reading level, mortar and overall rating. However, materials distributed via family planning clinics fared the best when these three were combined. The most important and telling finding of this study suggested that of all of the materials supplied to local health departments by commercial and not-for-profit vendors only 15.4 percent meet all of the authors' recommended criteria.

Recommendations

Before using a particular health education pamphlet or booklet, the authors recommend that:

- The purpose for using the material be clearly stated;
- The reading level not be lower than grade 5.0 or higher than grade 7.9;
- Sentence lengths vary and complex sentence structures are not used;
- Specialized vocabulary (if unavoidable) is defined;
- The pamphlet or booklet be pretested with a sample from the target population; and
- The general information needs of the client or group be known and that the material specifically address these needs.

Introduction

Written documents are an important source of health information and a key part of patient education in clinical settings. Primary care patients should receive complete, current information concerning their diagnoses, treatments and prognoses in terms that they can understand. The ability to read patient education materials is particularly important in patients' attempts to comply with home health management and preventive health measures. It has been shown that the more patients learn regarding their medical condition, the more likely they are to participate in their plan of care.[1] In this context, materials that are distributed and not understood pose a health hazard for the patient and a liability for the health care worker.[2]

It is frequently stated in the literature that written materials are most appropriately used when they are intended to reiterate verbal communications, enhance the teaching process and reinforce learning.[4-7]

Most written materials distributed to clinic patients in local health departments contain general health information or focus on preventive health information. It has been demonstrated that merely distributing these types of pamphlets and booklets does not change patient behavior.[3] Thus, it is important that these materials not be used as a sole means of educating patients. Other methods of education should be incorporated. These include use of flip charts, videotapes, audiotapes, picture books and computer-assisted instruction.

This report deals with one facet of patient education -- printed materials -- and presents a readability analysis of the materials produced by commercial and not-for-profit vendors and distributed in clinics serving pregnant women, children and family planning clients.

Background

North Carolina has 100 counties, 86 of which are served by their own local health department, with the remaining counties organized into health districts. Each local health department and health district offers clinics that focus on the health problems and concerns of children, adolescents and adults. Three of these clinics are the focus of this report: (1) maternal health; (2) child health; and (3) family planning.

There were two principal reasons for studying the written materials distributed in these three clinics: (1) health education is a vital part of these clinics; and (2) a statewide computerized health information system gathers data on the clients that participate in these clinics. Of particular importance to this report are the data on highest grade completed. As a beginning point, these data contribute to our understanding and appreciation of the reading and comprehension skills of the individuals these clinics serve.

The United States has a relatively high illiteracy rate, and local health department personnel can expect their clients to include people who have limited reading skills. In North Carolina, demographic data suggest that many clients cared for in local health departments have low literacy skills. For example, data gathered via the N.C. Health Services Information System (HSIS) suggest that approximately 10 percent of local health department Maternal Health and Family Planning clients have less than a ninth grade education and less than half (41.2 percent) have graduated from high school (Table 1). Similarly, based on 1990 census information, the data in Table 2 suggest that approximately 13 percent of North Carolinians 25 and over have less than a ninth grade education.

TABLE 1. HIGHEST AVERAGE GRADE COMPLETED BY NORTH CAROLINA LOCAL HEALTH DEPARTMENT MATERNAL HEALTH AND FAMILY PLANNING CLIENTS - JANUARY 1992 TO JANUARY 1994

Grade Completed	Percent of Clients
Less than 9	09.55
9 through 11	35.48
12	41.18
13+	13.79

TABLE 2. PERCENT PERSONS 25 YEARS AND OVER WITH LESS THAN A NINTH GRADE EDUCATION - 1990 CENSUS DATA

County	Percent with less than ninth grade education	County	Percent with less than ninth grade Education
Alamance	12.9	Johnston	17.2
Alexander	18.3	Jones	14.5
Alleghany	25.8	Lee	11.6
Anson	17.3	Lenoir	17.3
Ashe	24.0	Lincoln	15.8
Avery	19.0	Macon	18.7
Beaufort	15.7	Madison	14.9
Bertie	20.0	Martin	22.6
Bladen	19.7	McDowell	20.5
Brunswick	11.5	Mecklenburg	05.8
Buncombe	10.0	Mitchell	24.9
Burke	18.7	Montgomery	20.1
Cabarrus	13.6	Moore	10.5
Caldwell	19.3	Nash	16.2
Camden	13.5	New Hanover	06.8
Carteret	09.5	Northampton	24.1
Caswell	21.5	Onslow	05.9
Catawba	12.9	Orange	06.9
Chatham	13.2	Pamlico	11.9
Cherokee	18.8	Pasquotank	15.1
Chowan	17.7	Pender	14.0
Clay	19.0	Perquimans	15.4
Cleveland	15.6	Person	16.5
Columbus	19.6	Pitt	12.7
Craven	09.5	Polk	15.2
Cumberland	07.2	Randolph	16.1
Currituck	13.1	Richmond	17.2
Dare	06.0	Robeson	19.2
Davidson	14.5	Rockingham	18.7
Davie	13.0	Rowan	13.6
Duplin	18.1	Rutherford	17.7
Durham	08.3	Sampson	16.8
Edgecombe	17.9	Scotland	17.4
Forsyth	09.0	Stanly	15.0
Franklin	16.9	Stokes	17.5
Gaston	16.8	Surry	21.9
Gates	16.9	Swain	18.9
Graham	24.6	Transylvania	12.1
Granville	18.5	Tyrrell	22.0
Greene	18.5	Union	11.0
Guilford	09.1	Vance	19.5
Halifax	21.7	Wake	05.5
Harnett	15.6	Warren	22.3
Haywood	15.8	Washington	20.3
Henderson	09.9	Watauga	14.0
Hertford	18.5	Wayne	12.9
Hoke	18.8	Wilkes	23.2
Hyde	14.8	Wilson	16.8
Iredell	13.2	Yadkin	19.7
Jackson	14.8	Yancey	21.0
		North Carolina	12.7

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"The presumption that individuals read at the level of their completed formal education often is inaccurate."[2]

Table 3 presents the average highest grade completed for local health department Maternal Health and Family Planning clients. **(NOTE: Child Health clients are not included in the HSIS data).** While the mean educational level for Maternal Health and Family Planning clients, as presented in Table 3, is 11.1, educational level is as a poor predictor of reading ability. Researchers suggest that the reading skills of individuals may be two to four and even five years lower than stated years of school completed.

Methods

Sample

To conduct a comprehensive evaluation, written materials were obtained from a representative sample of North Carolina's local health departments. To do this, 39 local health departments participated. The sample included health departments from all of North Carolina's Department of Environment, Health and Natural Resources (DEHNR) regions. The largest health departments participated as well as the smallest.

The authors analyzed 424 brochures and pamphlets. Excluded from this study are those materials developed by DEHNR personnel (the readability of these materials is closely monitored) and those developed by local health department staff for exclusive use in their agency. A list of the agencies, organizations and groups that developed the materials presented in this report is in Appendix B.

TABLE 3. HIGHEST AVERAGE GRADE COMPLETED BY CLIENTS IN MATERNAL HEALTH AND FAMILY PLANNING CLINICS - JANUARY 1992 TO JANUARY 1994

County	Average Grade		County	Average Grade	
	MH Clients	FP Clients		MH Clients	FP Clients
Alamance	10.93	11.08	Johnston	10.63	10.75
Alexander	10.54	10.76	Jones	10.72	10.84
Alleghany	10.83	10.80	Lee	9.95	10.81
Anson	10.57	10.92	Lenoir	10.88	11.22
Ashe	10.55	10.80	Lincoln	10.58	10.85
Avery	10.37	11.19	Macon	11.04	11.84
Beaufort	10.80	11.39	Madison	10.85	11.17
Bertie	11.48	11.76	Martin	10.84	10.92
Bladen	11.17	11.20	McDowell	10.88	11.00
Brunswick	10.90	11.07	Mecklenburg	11.16	11.53
Buncombe	10.86	10.98	Mitchell	10.94	11.35
Burke	10.61	10.72	Montgomery	9.51	10.21
Cabarrus	10.83	11.11	Moore	11.06	11.30
Caldwell	10.13	10.16	Nash	10.85	10.78
Camden	11.07	11.12	New Hanover	11.50	11.49
Carteret	11.48	NA	Northampton	11.14	10.96
Caswell	10.00	10.51	Onslow	10.95	11.41
Catawba	10.93	11.00	Orange	9.69	11.62
Chatham	9.79	11.20	Pamlico	11.46	10.82
Cherokee	10.81	11.21	Pasquotank	11.08	11.38
Chowan	10.57	10.81	Pender	10.90	11.30
Clay	NA	11.08	Perquimans	10.61	10.73
Cleveland	10.99	11.05	Person	10.72	11.08
Columbus	10.95	11.07	Pitt	11.11	12.19
Craven	10.86	11.74	Polk	NA	11.40
Cumberland	10.95	11.28	Randolph	10.48	10.65
Currituck	11.12	11.31	Richmond	10.78	10.41
Dare	11.72	11.86	Robeson	10.82	11.13
Davidson	10.50	11.12	Rockingham	10.42	10.82
Davie	10.47	10.71	Rowan	11.04	11.01
Duplin	10.98	11.33	Rutherford	10.87	10.90
Durham	11.13	11.13	Sampson	9.77	10.80
Edgecombe	10.45	10.74	Scotland	10.65	10.84
Forsyth	11.42	10.33	Stanly	10.97	11.13
Franklin	10.73	10.80	Stokes	10.76	10.71
Gaston	10.68	10.69	Surry	11.10	10.77
Gates	NA	11.47	Swain	11.34	11.45
Graham	11.08	11.09	Transylvania	NA	11.04
Granville	10.98	11.12	Tyrrell	10.86	10.87
Greene	10.11	11.11	Union	10.88	10.86
Guilford	11.02	11.23	Vance	10.71	10.83
Halifax	10.97	11.06	Wake	11.59	11.93
Harnett	NA	11.71	Warren	10.66	10.66
Haywood	11.06	11.33	Washington	10.90	10.86
Henderson	10.98	11.15	Watauga	11.69	12.45
Hertford	NA	11.29	Wayne	11.39	11.89
Hoke	10.47	10.76	Wilkes	10.35	10.75
Hyde	11.03	11.35	Wilson	10.94	11.66
Iredell	10.57	10.66	Yadkin	10.07	10.57
Jackson	11.33	11.95	Yancey	11.12	11.25
			N. Carolina	10.97	11.22

Analysis Procedures

When we speak, we can watch our listener and observe his or her reactions. This is not true when information is in print. If we want to know how readable an individual will find a particular brochure, pamphlet or booklet, we need to look at different readability values, as recommended in this report. The method of analysis was based on statistical procedures that measure word length, sentence length and percentage of commonly used words.

Naturally, many other factors affect how easily a reader can understand the intended message we are trying to get across. Developers of written materials also must consider content, typesize, format, technical accuracy, organization, reader interest and motivation.[4,8-12] For example, the analysis carried out in this report cannot measure how familiar the reader is with the subject, or how interested he or she is in it. Nor does this analysis include syntax errors that flaw the sentence structure or unclear references within sentence.

Writers also must consider the use of illustrations to improve the understanding of educational materials. Although not analyzed here, carefully designed illustrations are extremely useful for presenting or clarifying messages. However, even the best illustrations cannot substitute for well-organized and simply written text. Indeed, when all is done, there's still no substitution for testing printed materials on small groups of clients before using them. In this light, this report can be used to guide you when selecting printed materials that you, in turn, test with clients.

The three values presented in this report are:

- **Reading Level**
- **Mortar**
- **Overall Rating**

Three values are presented in this report: reading level, mortar and overall rating. All of these values were calculated using the Readability Plus software package.[13] A computerized approach was selected over manual calculations of reading estimates to increase the reliability of the results and decrease human error. Readability Plus analyzes the literacy level of word-processing text files by combining several established readability parameters:

- consecutive short words
- consecutive long words
- average sentence length
- number of commonly used words
- average number of syllables per word
- number of long words per sentence (words having more than six letters)
- sentence characteristics ranging from short and simple to long and complicated

Combined, these values provide a useful and objective measure of readability.

To analyze text, Readability Plus requires 10 sentences, so only those brochures and pamphlets containing more than 10 sentences were analyzed. As a general rule, 10 consecutive sentences near the beginning, in the middle, and near the end were used to analyze each brochure, pamphlet or booklet. The Readability Plus program defines a sentence as any string of words ending with a period, question mark, exclamation point or a colon that is followed by an upper-case letter.

Reading level. Several readability formulas are available to assess the reading level of printed material. Readability Plus calculates four readability indices -- the Gunning's Fog Index, the Flesch-Kincaid Index, the Flesch Reading Ease Index and the LIX Index. In this report, the number indicating reading level was calculated using the Flesch-Kincaid Index.

The Flesch-Kincaid Index was developed in the mid 1970s and was standardized on Navy-enlisted men by first giving them a standardized reading test (the Gates-McGintie) to determine their reading levels. Then they were tested on how well they understood a set of increasingly difficult reading passages. When the results from this activity were linked to the sailors' reading levels, they were used to develop the Flesch-Kincaid Index.

Its formula is:

RGL = .39ASL + 11.80S - 15.59
where
RGL = reading grade level
ASL = average sentence length
S = syllables per word

Maximum Flesch-Kincaid scores are now stipulated in many Department of Defense contracts. The Internal Revenue Service and the Social Security Administration have also been requiring that it be used to assess some of their documents.[14]

TABLE 4. AVERAGE GRADE LEVEL OF WRITTEN MATERIALS BY CLINIC

	Maternal Health N=195	Child Health N=130	Family Planning N=99	Overall Average and Range N=424
Average	8.0	7.5	7.9	7.8
Minimum	2.9	1.6	2.7	1.6
Maximum	14.7	12.4	13.0	14.7
Range	11.8	10.8	10.3	13.1

TABLE 5. PERCENT DISTRIBUTION OF WRITTEN MATERIALS BY GRADE LEVEL AND CLINIC

Grade Level	Maternal Health N=195	Child Health N=130	Family Planning N=99	Overall Average
Less than 5.0	10.8%	17.7%	11.1%	13.2%
From 5.0 to 7.9	42.6	36.2	42.4	40.4
More than 8.0	46.6	46.1	46.5	46.4

STUDY RESULTS: READING LEVEL

Reading levels ranged from 1.6 to 14.7 and averaged 7.8 (Table 4). However, of the 424 written materials analyzed, less than half (172 or 40.4%) fell within the recommended range of grade 5 to 7.9 (Table 5).

Mortar. It is important to realize that nearly all readability indices measure the same two variables: average sentence length (in words) and average word length (in syllables or characters). What is different is how the results are computed and reported. While these two factors are very important for ensuring easy readability, the author of Readability Plus considers vocabulary choice to be just as important. In this regard, Readability Plus uses the concept of "Mortar and Bricks," thus comparing writing with the building of a brick wall. Bricks are the words that carry the information we wish to convey. Mortar is comprised of mostly small words (e.g., "come, that, one, as, and, if, had, an, in") that, by themselves, do not carry much information, but nonetheless lend life to language and make it easy to understand. The 450 most commonly used words in the English language are its mortar.

TABLE 6. AVERAGE PERCENT MORTAR OF WRITTEN MATERIALS BY CLINIC

	Maternal Health N=195	Child Health N=130	Family Planning N=99	Overall Average and Range N=424
Average	58.0	58.2	59.1	58.4
Minimum	36.0	37.0	42.0	36.0
Maximum	69.0	74.0	70.0	74.0
Range	33.0	37.0	28.0	38.0

TABLE 7. PERCENT DISTRIBUTION OF WRITTEN MATERIALS BY PERCENT MORTAR AND CLINIC

Mortar	Maternal Health N=195	Child Health N=130	Family Planning N=99	Overall Average N=424
59% and Less	57.4%	57.7%	58.6%	57.9%
60% and More	42.6	42.3	41.4	42.1

STUDY RESULTS: MORTAR

Percent mortar ranged from 36% to 74% and averaged 58.4% (Table 6) or 1.6% below the recommended value of 60%. Of the 424 written materials analyzed, more than half (246 or 57.9%) fell below the recommended value of 60% (Table 7).

Overall rating. A brochure's, pamphlet's or booklet's overall rating ranges from 0 to 5, with 5 being the easiest to read. This is a composite score based on averaging the values obtained for reading level and mortar plus the analysis of three other variables: the array and use of sentence types, the frequency of long words and complicated sentences and the percentage of sentences using only short words.

TABLE 8. AVERAGE OVERALL RATING OF WRITTEN MATERIALS BY CLINIC

	Maternal Health N=195	Child Health N=130	Family Planning N=99	Overall Average and Range N=424
Average	3.5	3.4	3.5	3.5
Minimum	1.5	1.3	1.8	1.3
Maximum	4.8	4.8	4.8	4.8
Range	3.3	3.5	3.0	3.5

TABLE 9. PERCENT DISTRIBUTION OF WRITTEN MATERIALS BY OVERALL RATING AND CLINIC

Overall Rating	Maternal Health N=195	Child Health N=130	Family Planning N=99	Overall Average N=424
Less than 3.0	21.5%	28.0%	25.3%	24.9%
3.0 and More	78.5	72.0	74.7	75.1

STUDY RESULTS: OVERALL RATING

Overall ratings ranged from 1.3 to 4.8 and averaged 3.5 (Table 8). Of the 424 written materials analyzed, approximately one quarter (106 or 24.9%) fell below the recommended value of 3.0 (Table 9).

Combined Criteria. The materials best suited for distribution to local health department clients are those with an overall rating of 3.0 or above, a mortar value of 60% or above and a reading level ranging from grade 5 to 7.9.

TABLE 10. PERCENT DISTRIBUTION OF "BEST PICKS" BY CLINIC

Combined Criteria	Maternal Health N=195	Child Health N=130	Family Planning N=99	Overall Average N=424
Grade level 5.0 to 7.9, 60% mortar or above and overall rating of 3.0 or above	10.8%	9.2%	26.3%	15.4%

STUDY RESULTS: COMBINED CRITERIA

When combining the recommended criteria of an overall rating of 3.0 or above, a mortar value of 60% or above and a reading level ranging from grade 5 to 7.9, only 65 of the 424 written materials analyzed (15.4%) met these combined criteria (Table 10).

In addition to the calculated values for reading level, mortar and overall rating, each booklet, brochure or pamphlet is described by publisher, date of publication, size, target population, primary purpose and content focus.

Target population. The target populations for the educational messages are designated as the general public (no specific reference to age, sex, race, etc.), adult female (18+ years), adult male (18+ years), adolescents (12 years to 18 years), children (to be read by adults), children (less than 12 years) and members of minority groups. Table 11 outlines the percentage distribution of written materials by these categories.

TABLE 11. PERCENT DISTRIBUTION OF WRITTEN MATERIALS BY TARGET POPULATION AND CLINIC

Target Population	Maternal Health N=195	Child Health N=130	Family Planning N=99	Overall Average N=424
General Public	12.3%	8.5%	23.2%	14.7%
Adult Female	82.6	21.5	53.5	52.5
Adult Male	19.0	17.7	36.4	24.4
Adolescents	1.0	10.0	11.1	7.4
Children	0.0	1.5	0.0	0.5
Children (to be read by adults)	5.6	57.7	1.0	21.4
Minorities	0.0	0.8	0.0	0.3

STUDY RESULTS: TARGET POPULATION

Most of the 424 written materials analyzed (223 or 52.5%) were targeted towards adult females; 24.4 % were targeted to adult males; 7.4% were targeted to adolescents (12 to 18 years old); 21.9% were targeted to children (however, only two pamphlets were specifically designed to be read by children); and only one pamphlet was for a minority audience (Table 11).

Content focus. Topic areas include smoking, drugs, alcohol, exercise, parenting, nutrition, sanitation, stress, lifestyle, safety, reproduction, description of methods/procedures, description of health issues, description of disease, description of behavior, description of services, mental health and record keeping. Table 12 outlines the percentage distribution of materials by these categories.

STUDY RESULTS: CONTENT FOCUS

The content of nearly one-quarter of the 424 written materials analyzed (97 or 22.9%) referenced reproductive health issues and concerns. Parenting was the focus of 19% and nutrition information for child and mother was the focus of 10% of the materials analyzed. Many of the written materials analyzed (approximately 25%) presented general discussions or descriptions of health-related topics or procedures (Table 12).

TABLE 12. PERCENT DISTRIBUTION OF WRITTEN MATERIALS BY CONTENT FOCUS AND CLINIC

Content Focus	Maternal Health N=195	Child Health N=130	Family Planning N=99	Overall Average N=424
Smoking	4.6%	3.1%	9.1%	5.6%
Drugs	5.1	0.8	2.0	2.6
Alcohol	6.7	1.5	2.0	3.4
Exercise	3.1	1.5	1.0	1.9
Parenting	21.5	35.4	0.0	19.0
Nutrition	15.4	9.2	7.1	10.6
Sanitation	0.0	0.0	0.0	0.0
Stress	0.5	0.8	0.0	0.4
Lifestyle	0.5	0.8	1.0	0.8
Safety	3.6	18.5	0.0	7.4
Reproduction	30.8	8.5	29.3	22.9
Description of Methods/Procedures	26.2	23.1	31.3	26.9
Description of Health Issues	19.0	13.1	18.2	16.8
Description of Disease	7.2	9.2	23.2	13.2
Description of Behavior	3.1	12.3	8.1	7.8
Description of Services	2.1	0.8	0.0	1.0
Mental Health	2.6	0.8	0.0	1.1
Record Keeping	1.5	0.8	0.0	0.8

Primary purpose. Areas of primary purpose are categorized by general information (mortality rates, definitions, broad discussion of topics, etc.), prevention, early detection, treatment, environmental agents, rehabilitation and product promotion. Table 13 outlines the percentage distribution of written materials by these categories.

TABLE 13. PERCENT DISTRIBUTION OF WRITTEN MATERIALS BY PURPOSE AND CLINIC

Primary Purpose	Maternal Health N=195	Child Health N=130	Family Planning N=99	Overall Average
General Information	93.3%	85.4%	86.9%	88.5%
Prevention	24.1	28.5	41.4	31.3
Early Detection	8.7	3.8	9.1	7.2
Treatment	4.6	7.7	8.1	6.8
Environmental Agents	1.0	0.8	0.0	0.6
Rehabilitation	0.0	0.0	0.0	0.0
Product Promotion	14.9	10.8	5.1	10.3

STUDY RESULTS: PRIMARY PURPOSE

By far, most of the 424 written materials analyzed (375 or 88.5%) presented general information, and 31.3% contained instructions and guidelines for prevention (Table 13).

INTERPRETATION OF VALUES

The following recommendations are intended as a guide when selecting printed materials to use with public clinic clients.

Reading Level

Recommendation.

- Use materials ranging from a reading level of grade 5.0 to 7.9.
- For individuals with reading skills below grade 5, use educational strategies other than written materials.

Rationale. Although the mean educational level in the United States is slightly more than grade 12,[15] educational level is a poor predictor of reading ability; indeed it is well recognized that a person's reading skills may be two to four and even five years lower than stated years of school.[15-24] The highest average grade completed by clients using Maternal Health or Family Planning Clinics in health departments in North Carolina ranges from 9.5 to 12.5 with an average of 11.1.[26] Thus, when one subtracts two to five grade levels from these numbers, the grade range of 5 to 7.9, as a guideline, becomes reasonable.

Studies conducted with clients of public clinics, also support this recommended guideline. In a study conducted on a clinic population of mainly indigent minority patients, R.H. Jackson assessed reading level via the reading comprehension section of the PIAT-R. Here, individuals read an average of 4.6 grade levels below their last grade completed in school, and the mean reading level of these clients was grade 5.4.[21] Again using the PIAT, T.C. Davis carried out a study in public clinics, one a university clinic and the other a community clinic, and assessed reading comprehension at 6.8 and 5.4, respectively. He determined the gap between stated education and comprehension to be 3.7 and 4.8 grades, respectively.[22]

Another study carried out on clients of a primary care clinic in a public hospital found that the mean difference between educational grade level and WRAT score was 3.8 grades. In this study, reading ability as measured by WRAT scores ranged from less than grade 3 to above grade 12 with a median level of grade 6.[17] Although word recognition, as measured by the WRAT is an important literacy skill, understanding words in context, as measured by the comprehension section of the PIAT, is a better indicator of literacy.[25]

Mortar

Recommendation. Use 60 percent as the bottom cut off point for mortar.

Rationale. To assure easy readability, the authors of Readability Plus recommend taking at least 60 percent of the words in a text from the list of 450 commonly used words.[14] Thus, the more the mortar value falls below 60 percent, the harder the text is to read.

Overall Rating

Recommendation. Use materials with an overall rating of 3.0 or above.

Rationale. Overall rating ranges from 0 to 5 with 0 indicating that a brochure, pamphlet or booklet is extremely difficult to read and 5 indicating that it is very easy to read. A rating of 1 on this scale equals "very hard," 2 equals "hard," 3 equals "average" and 4 equals "easy." Materials with an overall rating below 3.0 typically bring together a combination of factors, for example a reading level score above grade 8 and a mortar score below 60 percent, which make them difficult to read.

RECOMMENDATIONS

To be effective, written materials must be used for specific reasons and be tailored to the information needs of the client or client group. Beyond having objectives, the concern centers on the client's ability to read and comprehend the materials. Though ideal, it would be difficult to test each client's reading and comprehension skills. In the authors' opinion following these recommendations will compensate for the lack of such testing and best assure the effectiveness of written materials.

Recommendations for Using Client Health Education Materials

Before using a pamphlet or booklet:

- **Answer YES to at least one of the following statements:**

  1. This (pamphlet or booklet) reiterates what I will say to the client and thus serves as a record of our communication.

  2. This (pamphlet or booklet) aids my teaching process. Because of this (pamphlet or booklet), I feel more confident that the client will understand and appreciate what I say.

  3. This (pamphlet or booklet) will reinforce what I will say to the client. It is something the client can take home and use to recall what we have talked about.

- **Know its reading level.** The recommended criteria for judging reading level is that it not be lower than grade 5.0 or higher than grade 7.9. If you do not have software to calculate reading level, see Appendix C for instructions to hand calculate a SMOG Index.

- **Review it for the following characteristics:**

  1. Sentence lengths vary and complex sentence structures are not used; and;

  2. Specialized vocabulary is defined.

- **Pretest it with a sample from the target audience.** See Appendix D for a list of core questions.

- **Assess its information level.** See Appendix E for a guideline on assessing its information level.

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APPENDICES

Appendix A: Sample Materials

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- Maternal Health Materials
- Child Health Materials
- Family Planning Materials

Appendix B: Vendors

Appendix C: The SMOG Readability Formula

Appendix D: Standard Pretest Questions

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American Association of Poison Control Centers

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American Dietetic Association

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American National Red Cross

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American Social Health Association

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American Speech and Hearing Foundation

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Association for Voluntary Surgical Contraception

Permanent Birth Control for Women FP-11
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Best Start

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Breastfeeding - The Best Start Series MAT-4

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Boehringer Mannheim Diagnostics

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Bowman Gray School of Medicine

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Duke University Poison Control Center

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Crack Is Cocaine...Cocaine Hurts Babies MAT-6
Coping with Infant Colic...A Guide for Parents MAT-6
Developing Toilet Habits . . . . . CH-5 and CH-6

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Appendix A

Ross Laboratories (con't)

Enjoying Your Baby - 4 Months and Beyond CH-6
Enjoying Your Baby - 6 Months and Beyond CH-6
Feeding in the First Year MAT-10
Feeding Your Baby CH-7
Growth and Development: A Record Book MAT-12
How Your Child Learns About Sex CH-10
Jaundice in Newborn Babies CH-11
Preparing Formula CH-13
Supplemental Feeding - What Breastfeeding Mothers Ask MAT-25
Taking Your Child's Temperature MAT-25
Teen-aged and Pregnant MAT-26
The Single Parent Household MAT-27
Weaning CH-18
When Your Child Is Difficult CH-20
What Parents Should Know About Shoes, Twisted or Bent Legs, and Flatfeet in Children CH-19
What to Tell Friends and Relatives Who Say Your Baby Should Be Drinking Cow's Milk CH-19
You and Your Baby MAT-32
Your Baby and Crying CH-21
Your Baby Becomes a Toddler CH-21
Your Baby's Safety: The Important First Year CH-21
Your Child and Discipline CH-21
Your Child's Fears CH-22
Your Growing Child: From 9 to 12 Months, From 12 to 15 Months, From 15 to 18 Months, From 18 to 24 Months, From 3 to 4 Years, From 5 to 6 Years CH-22
Your Toddler CH-22

Semantodontics, Inc.

A Common Sense Look at...Prenatal Dental Care MAT-1

Schering Corporation

Your Back and How to Care for It MAT-33

Solvay Pharmaceuticals

The Organized Pregnancy MAT-27

Tambrands, Inc.

Accent on You CH-1
It's a Woman's World FP-8
Q and A Just for Girls CH-14

Appendix A

The American College of Obstetricians and Gynecologists

Amniocentesis for Prenatal Diagnosis of Genetic Disorders MAT-2
Car Safety for You and Your Baby MAT-5
High Blood Pressure During Pregnancy MAT-13
How to Tell When Labor Begins MAT-14
Pain Relief During Labor and Delivery MAT-18
Teaching Your Children About Sexuality MAT-26

The Banister Press

Parentmaking: A Practical Handbook for Teaching Parent Classes
About Babies and Toddlers Social - Emotional Development (7 to 14 Months) . . MAT-24

The First Years

Toilet Training Guide MAT-28

Tokos Medical Corporation

Let's Prevent Preterm Birth MAT-17
Pregnancy Information Guide MAT-20

United States Department of Agriculture

Pregnant? Drugs and Alcohol Can Hurt Your Unborn Baby MAT-21

United States Department of Health, Education and Welfare

Family Planning Methods of Contraception FP-5

United States Department of Health and Human Services

Diphtheria, Tetanus, Pertussis: What You Need to Know CH-6
Do the Right Thing - Get a Mammogram MAT-7
Eat Right to Lower Your High Blood Cholesterol FP-4
Is Your Baby Smoking? MAT-16
Many Teens Are Saying "NO" FP-9
Measles, Mumps and Rubella: What You Need to Know CH-12
Polio: What You Need to Know CH-13
Prevent Baby Bottle Tooth Decay . . . . . MAT-22 and CH-13
Understanding AIDS MAT-29
Understanding Gestational Diabetes MAT-29
What About AIDS Testing? MAT-29
What You Should Know About AIDS CH-19
Your Contraceptive Choices for Now, for Later FP-16

United States Department of Transportation

Types of Safety Seats CH-18

Appendix A

University of North Carolina - Chapel Hill

Blacks Are Dying - The Tragedy of Infant Mortality CH-2
Growing Up Buckled Up . . . . . MAT-12 and CH-9
Looking Ahead...(Alcohol, Drugs, Smoking) . . . . . FP-8 and FP-9
The AFP Screening Test MAT-26
Usage Guide MAT-29
Your Visit to the UNC Perinatal Diagnostic Center MAT-33

Wake Area Health Education Center

Preterm Labor Prevention MAT-22

Wake County Public School System

Off to a Good Start: As Your Child Enters Kindergarten CH-12
Firmness: A Way to Help Young Children Learn to Behave CH-7
Setting Limits: Tips for Parents of Young Children CH-15

Warner-Lambert Company

For Expectant Mothers...Keeping Comfortable MAT-10

Whitehall Laboratories Inc.

The Care and Prevention of Hemorrhoids MAT-26

Whittle Communications

Woman's Health Advisor - Safeguard Your Fertility MAT-32

Wyeth-Ayerst Laboratories

Are You Sure He's Okay? CH-1
Birth Control Options FP-2
Breastfeeding Your Baby MAT-5
Coping with Postpartum Blues MAT-6
Eating Right from the Start MAT-8
Exercise and Pregnancy MAT-9
Forming the Bonds of Love MAT-11
From Partners to Parents MAT-11
Let Labels Guide You to Better Nutrition MAT-16
Norplant System: The Most Recent Innovation in Birth Control FP-10
Norplant System: Questions and Answers FP-10
Postpartum Exercises MAT-20
Pregnant with Style MAT-21
Spotlight on Dad CH-16
Today's OC: Benefits Beyond Birth Control FP-14
What to Take to the Hospital MAT-31
Your Gynecologic Visit FP-17

Appendix A

Maternal Health Materials

A COMMON SENSE LOOK AT...PRENATAL DENTAL CARE

Semantodontics, Inc., 1987.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Nutrition, Description of Methods/Procedures
Reading Level: 11.5
Mortar: 56%
Overall Rating: 2.7

A HEALTHY START FOR YOU AND YOUR BABY

Mead Johnson and Company, 1981.

Size: 16 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Nutrition, Parenting
Reading Level: 8.2
Mortar: 62%
Overall Rating: 3.8

ABOUT CHILDBIRTH...A GUIDE TO HOSPITAL MATERNITY SERVICES

Channing L. Bete, 1977.

Size: 16 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Description of Methods/Procedures
Reading Level: 7.6
Mortar: 58%
Overall Rating: 3.2

ABOUT SELF-ESTEEM

Channing L. Bete, 1983.

Size: 15 page booklet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Mental Health
Reading Level: 7.0
Mortar: 61%
Overall Rating: 2.8

ABOUT CHILDHOOD COMMUNICABLE DISEASES

Channing L. Bete, 1988.

Size: 16 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention, Early Detection
Content Focus: Description of Disease, Description of Methods/Procedures
Reading Level: 6.8
Mortar: 51%
Overall Rating: 2.5

ABOUT KEEPING YOUR CHILD HEALTHY

Channing L. Bete, 1984.

Size: 16 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention, Early Detection
Content Focus: Parenting, Description of Health Issues
Reading Level: 8.0
Mortar: 36%
Overall Rating: 2.0

Appendix A

ABOUT PREGNANCY AND DRUGS

Channing L. Bete, 1989.

Size: 15 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Reproduction, Description of Health Issues
Reading Level: 7.1
Mortar: 54%
Overall Rating: 2.8

AIDS - THINK ABOUT IT

ERT Associates, 1987.

Size: 5 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: Prevention
Content Focus: Description of Behavior
Reading Level: 3.3
Mortar: 62%
Overall Rating: 4.0

ALCOHOL, TOBACCO OR OTHER DRUGS CAN HARM YOUR BABY

Bowman Gray School of Medicine, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Drugs, Alcohol, Reproduction
Reading Level: 7.1
Mortar: 56%
Overall Rating: 2.8

AMNIOCENTESIS FOR PRENATAL DIAGNOSIS OF GENETIC DISORDERS

The American College of Obstetricians and Gynecologists, 1983.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Early Detection
Content Focus: Reproduction, Description of Methods/Procedures
Reading Level: 11.5
Mortar: 53%
Overall Rating: 2.5

ARE YOU GETTING ENOUGH IRON?

International Childbirth Education Association, 1991.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Nutrition, Reproduction
Reading Level: 4.0
Mortar: 65%
Overall Rating: 4.7

ARE YOU IN A SAFE RELATIONSHIP?...PREVENTION OF BATTERING DURING PREGNANCY

March of Dimes Birth Defects Foundation, Not Dated.

Size: 4 panel pamphlet
Target Population: Adult Females
Primary Purpose: General Information
Content Focus: Safety, Description of Behavior
Reading Level: 7.2
Mortar: 52%
Overall Rating: 2.3

Appendix A

BABY'S BOOK - HELPFUL HINTS ABOUT BABY CARE

Gerber Products, 1988.

Size: 24 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Product Promotion
Content Focus: Parenting, Nutrition
Reading Level: 7.8
Mortar: 56%
Overall Rating: 4.2

BABIES DON'T THRIVE IN SMOKE-FILLED WOMBS

March of Dimes Birth Defects Foundation, 1985.

Size: 4 panel pamphlet
Target Population: Adult Females
Primary Purpose: General Information
Content Focus: Smoking, Reproduction
Reading Level: 4.9
Mortar: 62%
Overall Rating: 4.0

BABY ON THE WAY BASICS

Parenting Unlimited, 1991.

Size: 52 page magazine
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Parenting, Description of Methods/Procedures, Description of Health Issues
Reading Level: 4.5
Mortar: 67%
Overall Rating: 4.5

BACKACHE DURING PREGNANCY

Leading Lady, 1990.

Size: 12 panel pamphlet
Target Population: Adult Females
Primary Purpose: General Information
Content Focus: Reproduction, Exercise
Reading Level: 8.9
Mortar: 58%
Overall Rating: 3.5

BATHING YOUR BABY

Ross Laboratories, 1986.

Size: single sheet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 2.9
Mortar: 62%
Overall Rating: 4.3

BE GOOD TO YOUR BABY BEFORE IT IS BORN

March of Dimes Birth Defects Foundation, 1991.

Size: 16 page pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 6.9
Mortar: 58%
Overall Rating: 4.0

Appendix A

BECOMING A PARENT

Ross Laboratories, 1988.

Size: 15 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 8.8
Mortar: 57%
Overall Rating: 3.8

BEWARE OF THE FATTY FIVE

Rhode Island Department of Health, Not Dated.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Nutrition
Reading Level: 7.4
Mortar: 46%
Overall Rating: 3.3

BREASTFEEDING - GETTING STARTED IN FIVE EASY STEPS

Childbirth Graphics Ltd., 1991.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 5.0
Mortar: 57%
Overall Rating: 4.0

BREASTFEEDING - THE BEST START SERIES

Best Start, Kentucky WIC Program, 1990.

Size: 4 and 6 panel pamphlets
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 6.2
Mortar: 61%
Overall Rating: 3.7

BREASTFEEDING GUIDE FOR WORKING MOTHERS

Mead Johnson and Company, 1989.

Size: 30 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Description of Methods/Procedures
Reading Level: 7.5
Mortar: 53%
Overall Rating: 2.7

BREASTFEEDING PROBLEMS CAN BE AVOIDED

Health Education Associates, 1991.

Size: 12 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 4.4
Mortar: 65%
Overall Rating: 4.2

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Appendix A

BREASTFEEDING YOUR BABY

Wyeth Laboratories, 1982.

Size: 9 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 10.4
Mortar: 57%
Overall Rating: 3.3

BREASTFEEDING YOUR BABY THE NATURAL WAY

Ross Laboratories, 1989.

Size: 39 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures Reading Level: 9.1
Mortar: 60%
Overall Rating: 3.2

BREASTFEEDING AND RETURNING TO THE WORKPLACE

Childbirth Graphics, 1989.

Size: 20 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 10.0
Mortar: 63%
Overall Rating: 3.5

BREASTPUMPING FOR THE BREASTFEEDING MOTHER

Evenflo Products, Not Dated.

Size: 14 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Description of Methods/Procedures
Reading Level: 9.3
Mortar: 58%
Overall Rating: 3.8

CAR SAFETY FOR YOUR BABY

The American College of Obstetricians and Gynecologists, 1989.

Size: 10 panel Pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Safety
Reading Level: 9.8
Mortar: 60%
Overall Rating: 3.7

CHILDBIRTH

Cahners Publishing Company, 1990.

Size: 128 page magazine
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Description of Methods/Procedures, Description of Health Issues
Reading Level: 7.3
Mortar: 61%
Overall Rating: 4.5

Appendix A

COPING WITH POSTPARTUM BLUES

Wyeth-Ayerst Laboratories, 1991.

Size: one sheet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Mental Health
Reading Level: 7.8
Mortar: 58%
Overall Rating: 3.8

CRACK IS COCAINE...COCAINE HURTS BABIES

Ross Laboratories, 11989.

Size: 1 panel, both sides
Target Population: Adult Females
Primary Purpose: General Information
Content Focus: Reproduction, Drugs
Reading Level: 5.4
Mortar: 52%
Overall Rating: 3.3

COPING WITH INFANT COLIC...A GUIDE FOR PARENTS

Ross Laboratories, 1985.

Size: 18 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Treatment
Content Focus: Parenting
Reading Level: 12.4
Mortar: 55%
Overall Rating: 2.5

DAD, IT'S YOUR BABY TOO

March of Dimes Birth Defects Foundation, 1991.

Size: 6 panel pamphlet
Target Population: Adult Male
Primary Purpose: General Information
Content Focus: Parenting, Description of Behavior
Reading Level: 7.6
Mortar: 63%
Overall Rating: 4.5

DAYCARE FOR YOUR BABY - A GUIDE FOR NEW PARENTS

Mead Johnson and Company, 1990.

Size: 32 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Description of Health Issues, Description of Services
Reading Level: 7.6
Mortar: 58%
Overall Rating: 3.7

DELIVERY AND BEYOND: THE PRACTICAL ASPECTS OF PARENTING IN THE EARLY STAGES

Mead Johnson and Company, 1988.

Size: 50 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting, Nutrition, Safety
Reading Level: 8.2
Mortar: 62%
Overall Rating: 4.0

Appendix A

DELIVERY AND BEYOND: THE PRACTICAL ASPECTS OF PARENTING IN THE EARLY STAGES

Mead Johnson and Company, 1990.

Size: 50 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting, Nutrition, Safety
Reading Level: 8.0
Mortar: 62%
Overall Rating: 4.2

DENISE LEARNS HOW TO FEED HER BABY

Mead Johnson and Company, 1988.

Size: 8 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Parenting, Nutrition
Reading Level: 5.8
Mortar: 50%
Overall Rating: 3.7

DIAPERS AND THE ENVIRONMENT

Procter and Gamble, Not Dated.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Environmental Agents
Content Focus: Description of Methods/Procedures
Reading Level: 11.9
Mortar: 53%
Overall Rating: 2.5

DO THE RIGHT THING - GET A MAMMOGRAM

United States Department of Health and Human Services, National Cancer Institute, 1991.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 7.6
Mortar: 64%
Overall Rating: 4.5

DOUBLE TROUBLE - DRUGS, ALCOHOL, TOBACCO ABUSE DURING PREGNANCY

March of Dimes Birth Defects Foundation, 1989.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Smoking, Drugs, Alcohol
Reading Level: 7.9
Mortar: 56%
Overall Rating: 3.5

DRUG ABUSE AND PREGNANCY

National Institute on Drug Abuse, 1989.

Size: single sheet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Drugs, Reproduction
Reading Level: 14.7
Mortar: 47%
Overall Rating: 1.7

Appendix A

DRUGS, ALCOHOL, TOBACCO ABUSE DURING PREGNANCY

March of Dimes Birth Defects Foundation, 1984.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Smoking, Drugs, Alcohol, Reproduction
Reading Level: 9.0
Mortar: 52%
Overall Rating: 3.3

DYNA-BAND...EXERCISE GUIDE

Dyna-band, Not Dated.

Size: one sheet (large)
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Product Promotion
Content Focus: Exercise
Reading Level: 7.3
Mortar: 51%
Overall Rating: 2.2

EATING FOR TWO - NUTRITION DURING PREGNANCY

March of Dimes Birth Defects Foundation, 1992.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Nutrition, Description of Methods/Procedures
Reading Level: 6.2
Mortar: 50%
Overall Rating: 3.3

EATING RIGHT FROM THE START

Wyeth-Ayerst Laboratories, 1991.

Size: one sheet, both sides
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Reproduction, Nutrition
Reading Level: 11.6
Mortar: 49%
Overall Rating: 2.7

EMERGENCY ACTION FOR POISONING

American Association of Poison Control Centers, Not Dated.

Size: 1 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 7.0
Mortar: 54%
Overall Rating: 3.3

EMERGENCY CHOKING AID FOR INFANTS

Mead Johnson and Company, 1989.

Size: 2 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Treatment
Content Focus: Description of Methods/Procedures
Reading Level: 7.9
Mortar: 58%
Overall Rating: 4.3

Appendix A

EMOTIONAL ASPECTS OF PREGNANCY AND THE POSTPARTUM PERIOD

Childbirth Instructor, Not Dated.

Size: 3 page article
Target Population: General Public
Primary Purpose: General Information, Early Detection
Content Focus: Mental Health
Reading Level: 10.0
Mortar: 59%
Overall Rating: 3.3

ENRICHING INFANT DEVELOPMENT/NUTRITIONAL GUIDELINES

Mead Johnson and Company, 1986.

Size: a series of cards, printed on both sides
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Product Promotion
Content Focus: Parenting, Nutrition
Reading Level: 4.6
Mortar: 53%
Overall Rating: 3.3

ENVIRONMENTAL HAZARDS DURING PREGNANCY

Maternity Center Association, 1987.

Size: 4 full-sized page pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Environmental Agents
Content Focus: Reproduction, Description of Health Issues
Reading Level: 13.1
Mortar: 54%
Overall Rating: 2.7

EXERCISE AND PREGNANCY

Wyeth-Ayerst Laboratories, 1991.

Size: one sheet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Exercise, Reproduction
Reading Level: 10.3
Mortar: 57%
Overall Rating: 2.0

EXPECTANT MOTHER'S GUIDE

Gerber Products, 1989.

Size: 18 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 10.0
Mortar: 53%
Overall Rating: 3.0

FACTS ABOUT BIRTH CONTROL

Planned Parenthood Federation of America, 1989

Size: 32 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Methods/Procedures
Reading Level: 10.0
Mortar: 59%
Overall Rating: 3.0

Appendix A

FATHER TO FATHER - ON BREASTFEEDING

La Leche League International, 1974.

Size: 4 single sheets
Target Population: Adult Male
Primary Purpose: General Information
Content Focus: Nutrition
Reading Level: 8.8
Mortar: 67%
Overall Rating: 4.5

FEEDING BABY: A GUIDE FOR NEW PARENTS

Mead Johnson and Company, 1990.

Size: 23 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Product Promotion
Content Focus: Parenting, Nutrition
Reading Level: 7.4
Mortar: 51%
Overall Rating: 3.2

FEEDING IN THE FIRST YEAR

Ross Laboratories, 1983.

Size: 16 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Nutrition
Reading Level: 5.8
Mortar: 53%
Overall Rating: 3.8

FEEDING YOUR BABY

Gerber Products, 1991.

Size: 15 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Nutrition
Reading Level: 9.5
Mortar: 45%
Overall Rating: 3.5

FOR EXPECTANT MOTHERS...KEEPING COMFORTABLE

Warner-Lambert Company, 1989.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: Treatment
Content Focus: Description of Health Issues
Reading Level: 11.1
Mortar: 54%
Overall Rating: 3.0

FOR THE YOUNG MOTHER-TO-BE

Mead Johnson and Company, 1978.

Size: 18 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Reproduction
Reading Level: 8.0
Mortar: 61%
Overall Rating: 4.0

Appendix A

FORMING THE BONDS OF LOVE

Wyeth-Ayerst Laboratories, 1991.

Size: one sheet, both sides
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 10.5
Mortar: 61%
Overall Rating: 2.7

FROM PARTNERS TO PARENTS

Wyeth-Ayerst Laboratories, 1991.

Size: one sheet, both sides
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 9.9
Mortar: 62%
Overall Rating: 3.7

GESTATIONAL DIABETES - A HEALTHY, HAPPY PREGNANCY

Boehringer Mannhiem Diagnostics, 1986.

Size: 39 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 10.2
Mortar: 62%
Overall Rating: 3.8

GETTING TO KNOW YOUR NEWBORN

Johnson and Johnson, 1985.

Size: 18 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 6.8
Mortar: 64%
Overall Rating: 4.2

GIVE YOUR BABY A HEALTHY START: STOP SMOKING

March of Dimes Birth Defects Foundation, 1991.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: Prevention
Content Focus: Smoking
Reading Level: 4.2
Mortar: 58%
Overall Rating: 3.5

GRANDPARENTS TODAY

Cahners Publishing Co., 1990.

Size: 44 page magazine
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 10.0
Mortar: 63%
Overall Rating: 3.8

Appendix A

GROWING UP BUCKLED UP

University of North Carolina, Highway Safety Research Center, Not Dated.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: Prevention
Content Focus: Safety
Reading Level: 5.6
Mortar: 57%
Overall Rating: 4.0

GROWTH AND DEVELOPMENT: A RECORD BOOK

Ross Laboratories, 1990.

Size: 16 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Record Keeping
Reading Level: 9.4
Mortar: 61%
Overall Rating: 3.3

GUIDE FOR EXPECTANT PARENTS

Educational Programs Inc., 1992.

Size: 64 page magazine
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting, Description of Methods/Procedures
Reading Level: 7.7
Mortar: 64%
Overall Rating: 4.5

GUIDE FOR EXPECTANT PARENTS

EDN Corporation, 1979.

Size: 55 page magazine
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 8.2
Mortar: 62%
Overall Rating: 3.8

GUIDELINES...BREASTFEEDING

Gerber Products, 1990.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Description of Methods/Procedures
Reading Level: 5.5
Mortar: 60%
Overall Rating: 3.8

GUIDELINES...EXPECTANT MOTHERS

Gerber Products, 1991.

Size: 12 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Parenting
Reading Level: 6.0
Mortar: 57%
Overall Rating: 4.3

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Appendix A

HAPPY BIRTHDAY...YOUR PRENATAL CARE

March of Dimes Birth Defects Foundation, 1986.

Size: 1 panel, both sides
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Reproduction, Record Keeping
Reading Level: 8.9
Mortar: 57%
Overall Rating: 3.3

HAVING A BABY

Child Magazine, 1991.

Size: 70 page magazine
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Parenting, Description of Health Issues
Reading Level: 10.9
Mortar: 59%
Overall Rating: 3.7

HEALTH AND SAFETY TIPS FOR THE BABY

Fisons, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Treatment
Content Focus: Description of Methods/Procedures
Reading Level: 7.7
Mortar: 54%
Overall Rating: 3.3

HELPFUL HINTS ON BREASTFEEDING

Childbirth Graphics Ltd, 1992.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Parenting, Description of Methods/Procedures
Reading Level: 3.0
Mortar: 64%
Overall Rating: 4.3

HIGH BLOOD PRESSURE DURING PREGNANCY

The American College of Obstetricians and Gynecologists, 1984.

Size: 12 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 10.4
Mortar: 59%
Overall Rating: 3.5

HOW NOT TO LOVE YOUR KIDS

American Lung Association, 1988.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Smoking
Reading Level: 5.1
Mortar: 63%
Overall Rating: 3.8

Appendix A

HOW TO FEED YOUR BABY...THE FIRST YEAR

Mead Johnson and Company, 1985.

Size: 40 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting, Nutrition, Record Keeping
Reading Level: 12.4
Mortar: 53%
Overall Rating: 2.5

HOW TO HAVE A HEALTHIER BABY...TIPS FOR PREGNANT TEENS

American Dietetic Association, 1989.

Size: 8 panel pamphlet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Nutrition, Description of Health Issues
Reading Level: 4.5
Mortar: 61%
Overall Rating: 4.0

HOW TO PREPARE YOUR BABY'S (ENFAMIL) INFANT FORMULA

Mead Johnson and Company, 1984.

Size: 20 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Nutrition, Description of Methods/Procedures
Reading Level: 8.8
Mortar: 50%
Overall Rating: 3.0

HOW TO TAKE YOUR CHILD'S TEMPERATURE

Mead Johnson and Company, 1991.

Size: 8 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: Early Detection, Product Promotion
Content Focus: Description of Methods/Procedures
Reading Level: 7.7
Mortar: 61%
Overall Rating: 4.0

HOW TO TELL WHEN LABOR BEGINS

The American College of Obstetricians and Gynecologists, 1984.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 6.7
Mortar: 69%
Overall Rating: 4.2

HOW WILL I KNOW IF I'M IN LABOR?

Childbirth Graphics Ltd., 1985.

Size: 14 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Description of Health Issues
Reading Level: 7.9
Mortar: 61%
Overall Rating: 4.3

Appendix A

HOW YOUR BABY GROWS

March of Dimes Birth Defects Foundation, 1987.

Size: 14 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 6.3
Mortar: 45%
Overall Rating: 2.5

HOW YOUR BABY GROWS - WELCOME TO THE MIRACLE

March of Dimes Birth Defects Foundation, 1990.

Size: 10 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 9.3
Mortar: 63%
Overall Rating: 4.2

HOW YOUR BABY GROWS: A MONTHLY DIARY OF YOUR BABY'S DEVELOPMENT

March of Dimes Birth Defects Foundation, White Plains, 1992.

Size: 18 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Reproduction, Description of Behavior
Reading Level: 5.3
Mortar: 53%
Overall Rating: 3.7

HOW YOUR BABY GROWS/HOW TO BATH YOUR BABY

Johnson and Johnson, 1989.

Size: 8 panel pamphlet (large)
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 6.2
Mortar: 62%
Overall Rating: 4.2

IF IT DOESN'T COME FROM YOU . . .

Gerber Products, 1989.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: Product Promotion
Content Focus: Nutrition
Reading Level: 6.1
Mortar: 60%
Overall Rating: 3.3

IS IT WORTH IT TO BREASTFEED?

Health Education Associates, 1992.

Size: 12 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Parenting, Description of Methods/Procedures
Reading Level: 5.3
Mortar: 63%
Overall Rating: 4.0

Appendix A

IS YOUR BABY SMOKING ?

United States Department of Health and Human Services, 1988.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Description of Health Issues
Reading Level: 7.4
Mortar: 61%
Overall Rating: 3.8

LABOR AND BIRTH: A GUIDE FOR YOU

International Childbirth Association, 1991

Size: 66 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 8.1
Mortar:69%
Overall Rating: 3.8

LAMAZE

ASPO Lamaze, 1989.

Size: 106 page magazine
Target Population: General Public
Primary Purpose: General Information
Content Focus: Reproduction, Description of Health Issues, Description of Methods/Procedures
Reading Level: 9.6
Mortar: 63%
Overall Rating: 4.0

LAMAZE PARENT'S MAGAZINE

Lamaze Publishing Company, 1991

Size: 96 page magazine
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures, Exercise, Safety, Description of Behavior
Reading Level: 10.9
Mortar: 60%
Overall Rating: 3.7

LAMAZE PARENT'S MAGAZINE

Lamaze Publishing Company, 1992.

Size: 102 page magazine
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Parenting, Description of Methods/Procedures, Description of Health Issues
Reading Level: 8.8
Mortar: 57%
Overall Rating: 3.5

LET LABELS GUIDE YOU TO BETTER NUTRITION

Wyeth Laboratories, 1985.

Size: 11 page booklet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Nutrition
Reading Level: 9.6
Mortar: 53%
Overall Rating: 3.2

Appendix A

LET'S PREVENT PRETERM BIRTH

Tokos Medical Corporation, 1985.

Size: 12 page booklet
Target Population: Adult Female
Primary Purpose: Prevention, General Information
Content Focus: Reproduction
Reading Level: 9.5
Mortar: 58%
Overall Rating: 3.0

LIFE UNTO LIFE - FETAL GROWTH AND DEVELOPMENT

Childbirth Graphics, Ltd., 1991.

Size: 31 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 7.6
Mortar: 58%
Overall Rating: 4.5

MAKE THE CHOICES THAT WILL GIVE YOUR BABY THE BEST START

Bowman Gray School of Medicine, Not Dated.

Size: one card, both sides
Target Population: Adult Female
Primary Purpose: Prevention
Content Focus: Description of Health Issues, Description of Services
Reading Level: 4.5
Mortar: 46%
Overall Rating: 2.0

MAMA, I WANT TO BE HEALTHY

Childbirth Graphics Ltd, 1992.

Size: 16 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Reproduction, Smoking, Alcohol, Drugs, Nutrition
Reading Level: 3.4
Mortar: 54%
Overall Rating: 3.0

ME AND MY BABY

First Step Campaign, 1990.

Size: fold out poster
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 4.1
Mortar: 59%
Overall Rating: 4.0

MEETING YOUR BABY'S DOCTOR

Mead Johnson and Company, 1990.

Size: 8 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 8.1
Mortar: 61%
Overall Rating: 3.5

Appendix A

MONTH BY MONTH: HOW YOUR BABY GROWS DURING PREGNANCY

Health Education Associates, Inc., 1988

Size: 12 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 6.7
Mortar: 62%
Overall Rating: 3.8

MSAFP/HCG SCREENING PROGRAM: NEURAL TUBE DEFECTS AND DOWN SYNDROME

Bowman Gray School of Medicine, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Early Detection
Content Focus: Description of Diseases, Description of Services
Reading Level: 9.1
Mortar: 58%
Overall Rating: 3.2

NAMES FOR BOYS AND GIRLS

Mead Johnson and Company, 1989.

Size: 40 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 10.4
Mortar: 63%
Overall Rating: 4.2

NINE MONTHS TO GET READY-YOU CAN MAKE A DIFFERENCE

Arizona Department of Health Services, 1988.

Size: 9 sheet series
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 4.8
Mortar: 56%
Overall Rating: 3.5

NURSING YOUR BABY

Mead Johnson and Company, 1990.

Size: 20 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Parenting, Nutrition
Reading Level: 3.9
Mortar: 63%
Overall Rating: 4.2

PAIN RELIEF DURING LABOR AND DELIVERY

The American College of Obstetricians and Gynecologists, 1991.

Size: 10 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 9.4
Mortar: 64%
Overall Rating: 3.8

Appendix A

PARENTS - IF YOU SEE ANY OF THESE WARNING SIGNS...DON'T DELAY

American Academy of Pediatrics, 1990.

Size: 8 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Early Detection
Content Focus: Description of Health Issues, Description of Behavior
Reading Level: 7.5
Mortar: 63%
Overall Rating: 3.8

PARENT'S MAGAZINE - EXPECTING

Gruner and Jahr USA Publishing, 1992.

Size: 70 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Reproduction, Description of Methods/Procedures, Description of Health Issues
Reading Level: 9.0
Mortar: 58%
Overall Rating: 3.8

PARENTING EXPECTATIONS #1 to 12

Procter and Gamble, 1991

Size: 12 sheets, both sides
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Product Promotion
Content Focus: Parenting
Reading Level: 9.0
Mortar: 51%
Overall Rating: 3.5

PLANNING A PREGNANCY? THEN YOU SHOULD KNOW ABOUT FETAL ALCOHOL SYNDROME

Bowman Gray School of Medicine, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: Prevention
Content Focus: Alcohol
Reading Level: 5.0
Mortar: 63%
Overall Rating: 4.0

POST DELIVERY PERIOD

Arizona Department of Health Services, 1989.

Size: 3 sheet series
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Parenting
Reading Level: 4.3
Mortar: 66%
Overall Rating: 3.5

POSTPARTUM DEPRESSION

Clallam Jefferson Family Planning, 1987.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Treatment
Content Focus: Mental Health
Reading Level: 6.7
Mortar: 60%
Overall Rating: 3.8

Appendix A

POSTPARTUM EXERCISE

Wyeth Laboratories, 1987.

Size: one sheet, one side
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Exercise
Reading Level: 5.0
Mortar: 63%
Overall Rating: 4.5

PRE- AND POSTNATAL EXERCISES

Childbirth Graphics Ltd., 1985.

Size: 16 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Exercise
Reading Level: 7.0
Mortar: 48%
Overall Rating: 3.2

PREGNANCY AND SMOKING FACTS

ETR Associates, 1992.

Size: 16 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Smoking, Reproduction, Description of Methods/Procedures
Reading Level: 4.5
Mortar: 53%
Overall Rating: 2.5

PREGNANCY INFORMATION GUIDE

Tokos Medical Corporation, 1990.

Size: sliding card
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Description of Methods/Procedures, Description of Health Issues
Reading Level: 9.1
Mortar: 52%
Overall Rating: 2.7

PREGNANCY, NUTRITION AND YOU

Carnation Company, 1990.

Size: 36 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Nutrition
Reading Level: 9.8
Mortar: 58%
Overall Rating: 4.0

PREGNANT? DRINKING? THEN YOU SHOULD KNOW ABOUT FETAL ALCOHOL SYNDROME

Bowman Gray School of Medicine, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: Prevention
Content Focus: Alcohol
Reading Level: 5.0
Mortar: 63%
Overall Rating: 4.0

Appendix A

PREGNANT? DRUGS AND ALCOHOL CAN HURT YOUR UNBORN BABY

United States Department of Agriculture. 1990.

Size: 18 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Drugs, Alcohol, Lifestyle
Reading Level: 4.3
Mortar: 63%
Overall Rating: 4.2

PREGNANT WITH STYLE

Wyeth-Ayerst Laboratories, 1991.

Size: single sheet, both sides
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 8.0
Mortar: 48%
Overall Rating: 3.3

PREMATURE LABOR - A TEACHING GUIDE FOR PREGNANT WOMAN

March of Dimes Birth Defects Foundation, 1989.

Size: 10 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Early Detection
Content Focus: Reproduction
Reading Level: 7.0
Mortar: 65%
Overall Rating: 4.7

PRENATAL EDUCATOR

Educational Programs Publication, 1989.

Size: one sheet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 12.7
Mortar: 53%
Overall Rating: 3.5

PRETERM LABOR GUIDE FOR PREGNANT WOMEN

March of Dimes Birth Defects Foundation, Not Dated.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Description of Health Issues
Reading Level: 7.7
Mortar: 64%
Overall Rating: 4.5

PRETERM LABOR: A GUIDE FOR WOMEN AND THEIR FAMILIES

Northwest North Carolina Prevention of Prematurity Program, Not Dated.

Size: 9 page booklet
Target Population: Adult Female
Primary Purpose: Prevention, General Information
Content Focus: Reproduction
Reading Level: 9.5
Mortar: 53%
Overall Rating: 2.7

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Appendix A

PRETERM LABOR PREVENTION

Wake Area Health Education Center, 1984.

Size: one card, both sides
Target Population: Adult Female
Primary Purpose: Prevention
Content Focus: Description of Methods/Procedures
Reading Level: 5.2
Mortar: 56%
Overall Rating: 2.7

PREVENT BABY BOTTLE TOOTH DECAY

United States Department of Health and Human Services, NIH, Not Dated.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: Prevention
Content Focus: Description of Methods/Procedures
Reading Level: 7.8
Mortar: 53%
Overall Rating: 3.5

PROTECT YOURSELF AND YOUR BABY FROM SEXUALLY TRANSMITTED DISEASE (STD)

American Social Health Association, 1991.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Prevention
Content Focus: Description of Disease
Reading Level: 7.1
Mortar: 58%
Overall Rating: 3.5

PROTECTION FOR THE Rh NEGATIVE WOMAN

Ortho Diagnostic Systems, 1985.

Size: 16 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Prevention, Early Detection, Treatment
Content Focus: Reproduction, Description of Methods/Procedures, Description of Health Issues
Reading Level: 10.8
Mortar: 57%
Overall Rating: 3.7

PUBLIC HEALTH INFORMATION SHEETS

March of Dimes Birth Defects Foundation, 1989.

Size: 3 sheet series
Target Population: Adult Female
Primary Purpose: General Information, Prevention, Detection
Content Focus: Parenting, Drugs, Description of Disease, Exercise
Reading Level: 12.4
Mortar: 53%
Overall Rating: 2.7

PUMPING IRON

Planned Parenthood, East Central Georgia, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Females
Primary Purpose: General Information
Content Focus: Nutrition
Reading Level: 7.9
Mortar: 55%
Overall Rating: 3.7

Appendix A

QUESTIONS AND FACTS ABOUT CYSTIC FIBROSIS

Cystic Fibrosis Foundation, Not Dated.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 11.9
Mortar: 52%
Overall Rating: 2.5

RELAXATION

International Childbirth Education Association, Inc., 1986.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 8.7
Mortar: 60%
Overall Rating: 2.8

Rh DISEASE

March of Dimes Birth Defects Foundation, 1991.

Size: one sheet, both sides
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 10.0
Mortar: 57%
Overall Rating: 2.7

ROSES HAVE THORNS

Raj Publications, 1989.

Size: 32 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention, Early Detection, Treatment
Content Focus: Reproduction, Description of Disease, Description of Behavior
Reading Level: 7.5
Mortar: 55%
Overall Rating: 3.3

SENSIBLE EATING DURING PREGNANCY

General Mills, Not Dated

Size: 10 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Nutrition
Reading Level: 5.9
Mortar: 60%
Overall Rating: 3.8

SHOULD YOU BREASTFEED YOUR BABY?

International Childbirth Education Association, Inc., Not Dated.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 7.1
Mortar: 57%
Overall Rating: 3.0

Appendix A

SO YOU'RE GOING TO HAVE A BABY

Channing L. Bete, 1972.

Size: 15 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 6.0
Mortar: 61%
Overall Rating: 4.0

SOCIAL - EMOTIONAL DEVELOPMENT (7 to 14 MONTHS)

Banister Press, Not Dated.

Size: single sheet, both sides
Target Population: Adult Male, Adult Female
Primary Purpose: General Information
Content Focus: Parenting, Mental Health
Reading Level: 8.2
Mortar: 62%
Overall Rating: 3.0

SOME QUESTIONS AND ANSWERS ABOUT HPV AND GENITAL WARTS

American Social Health Association, 1991.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 11.2
Mortar: 56%
Overall Rating: 2.7

SOME QUESTIONS AND ANSWERS ABOUT PID

American Social Health Association, 1988.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 8.8
Mortar: 59%
Overall Rating: 2.8

SQUATTING FOR LABOR AND BIRTH

International Childbirth Education Association, Inc., Not Dated.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 6.8
Mortar: 65%
Overall Rating: 4.8

STARTING YOUR BABY ON SOLID FOODS

Health Education Associates, 1982

Size: 16 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Nutrition
Reading Level: 6.4
Mortar: 66%
Overall Rating: 4.2

Appendix A

STREET DRUGS-ALCOHOL AND TOBACCO IN PREGNANCY

Health Education Associates, 1989.

Size: 12 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Smoking, Drugs, Alcohol, Reproduction
Reading Level: 4.1
Mortar: 62%
Overall Rating: 3.8

STRESS

International Childbirth Education Association, 1991.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Stress
Reading Level: 7.9
Mortar: 63%
Overall Rating: 3.5

SUPPLEMENTAL FEEDING - WHAT BREASTFEEDING MOTHERS ASK

Ross Laboratories, 1986.

Size: 16 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Nutrition, Parenting
Reading Level: 9.1
Mortar: 58%
Overall Rating: 3.5

TAKE THE FIRST STEP FOR YOUR BABY

First Step Campaign, 1990.

Size: 10 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 7.1
Mortar: 58%
Overall Rating: 4.2

TAKING CARE OF YOURSELF DURING PREGNANCY

Mead Johnson and Company, 1989.

Size: 4 page booklet
Target Population: Adult Female
Primary Purpose: Prevention, General Information
Content Focus: Description of Methods/Procedures
Reading Level: 6.2
Mortar: 66%
Overall Rating: 3.7

TAKING YOUR CHILD'S TEMPERATURE

Ross Laboratories, 1989.

Size: one sheet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Early Detection
Content Focus: Description of Methods/Procedures
Reading Level: 8.5
Mortar: 52%
Overall Rating: 2.5

Appendix A

TEACHING YOUR CHILDREN ABOUT SEXUALITY

The American College of Obstetricians and Gynecologists, 1983.

Size: 10 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Description of Health Issues, Parenting
Reading Level: 7.8
Mortar: 67%
Overall Rating: 4.3

TEEN-AGED AND PREGNANT

Ross Laboratories, 1990.

Size: 31 page booklet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Reproduction, Description of Health Issues, Nutrition, Parenting
Reading Level: 5.6
Mortar: 65%
Overall Rating: 4.2

THE AFP SCREENING TEST

University of North Carolina AFP Screening Program, 1988.

Size: 6 panel fold out
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Description of Health Issues
Reading Level: 7.3
Mortar: 59%
Overall Rating: 3.3

THE ALL-AMERICAN GUIDE TO CALCIUM-RICH FOODS

National D. iry Council, 1987.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Nutrition
Reading Level: 6.9
Mortar: 56%
Overall Rating: 3.5

THE BEGINNING YEARS

Kimberly-Clark Corporation, 1988.

Size: 8 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Product Promotion
Content Focus: Parenting
Reading Level: 9.2
Mortar: 64%
Overall Rating: 4.2

THE CARE AND PREVENTION OF HEMORRHOIDS

Whitehall Laboratories, 1987.

Size: 10 page booklet
Target Population: Adult Female
Primary Purpose: Product Promotion, Prevention, Treatment
Content Focus: Description of Health Issues
Reading Level: 9.3
Mortar: 56%
Overall Rating: 3.8

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Appendix A

THE LAST EIGHT WEEKS OF PREGNANCY

Lederle Laboratories, 1982.

Size: one sheet, both sides
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 7.0
Mortar: 57%
Overall Rating: 3.7

THE ORGANIZED PREGNANCY

Solvay Pharmaceuticals, 1991.

Size: 32 page magazine
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Parenting
Reading Level: 8.9
Mortar: 61%
Overall Rating: 4.0

THE POSTPARTUM PERIOD

Lederle Laboratories, 1982.

Size: one sheet, both sides
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 7.7
Mortar: 66%
Overall Rating: 3.8

THE Rh FACTOR AND YOUR PREGNANCY: INFORMATION ABOUT PREGNANCY PROTECTION

Miles, Inc., Cutter Biological, 1988.

Size: 12 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Early Detection, Prevention
Content Focus: Description of Health Issues
Reading Level: 13.6
Mortar: 54%
Overall Rating: 2.2

THE SINGLE PARENT HOUSEHOLD

Ross Laboratories, 1985.

Size: 7 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 11.7
Mortar: 62%
Overall Rating: 3.2

THE WELLNESS WAY...UTERINE HEALTH

Krames Communications, 1987.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures, Description of Disease
Reading Level: 9.7
Mortar: 55%
Overall Rating: 3.2

Appendix A

THREE-STEP PROGRAM TO BECOMING SMOKE-FREE FOR LIFE

Krames Communications, 1989.

Size: 15 page booklet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Smoking
Reading Level: 6.0
Mortar: 64%
Overall Rating: 3.7

THREE WORDS ABOUT DRINKING WHILE PREGNANT...DON'T DO IT

March of Dimes Birth Defects Foundation, 1989.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Reproduction, Alcohol
Reading Level: 7.8
Mortar: 59%
Overall Rating: 3.8

TO THE GRANDMOTHER OF THE BREASTFED BABY

International Childbirth Education Association, Inc., Not Dated.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 7.2
Mortar: 64%
Overall Rating: 4.5

TOILET TRAINING GUIDE

The First Years, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 9.8
Mortar: 67%
Overall Rating: 4.0

TRAVELING WHEN YOU ARE PREGNANT

International Childbirth Education Association, 1990.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 10.2
Mortar: 63%
Overall Rating: 3.7

TRUST THE PLAYTEX NURSER SYSTEM...BETTER FOR BABY, MOST LIKE MOTHER

Playtex Family Products Corporation, 1991.

Size: 4 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Product Promotion
Content Focus: Description of Methods/Procedures
Reading Level: 10.8
Mortar: 58%
Overall Rating: 3.3

Appendix A

ULTRASOUND...A PICTURE OF YOUR BABY'S HEALTH

Krames Communications, 1990.

Size: 80 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Early Detection
Content Focus: Reproduction, Description of Methods/Procedures
Reading Level: 10.0
Mortar: 55%
Overall Rating: 2.8

UNDERSTANDING AIDS

United States Department of Health and Human Services, Centers for Disease Control, 1988.

Size: 8 page booklet
Target Population: General Public
Primary Purpose: General Information, Prevention
Content Focus: Description of Health Issues
Reading Level: 7.6
Mortar: 67%
Overall Rating: 4.2

UNDERSTANDING GESTATIONAL DIABETES

United States Department of Health and Human Services, 1989.

Size: 46 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 11.2
Mortar: 54%
Overall Rating: 2.8

USAGE GUIDE

UNC-Chapel Hill and Governor's Highway Safety Program, Not Dated.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Safety
Reading Level: 6.9
Mortar: 47%
Overall Rating: 2.7

VIRAL HEPATITIS - RISKS/PRECAUTIONS/PREVENTION FOR PREGNANT WOMEN

Abbott Laboratories, 1984.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: Prevention, General Information
Content Focus: Description of Disease
Reading Level: 13.4
Mortar: 51%
Overall Rating: 2.5

WHAT ABOUT AIDS TESTING?

United States Department of Health and Human Services, Centers for Disease Control, 1988.

Size: 6 page booklet
Target Population: General Public
Primary Purpose: General Information, Early Detection
Content Focus: Description of Methods/Procedures
Reading Level: 8.7
Mortar: 65%
Overall Rating: 4.3

Appendix A

WHAT ABOUT SEX DURING PREGNANCY. . .

International Childbirth Education Association, Inc., 1988.

Size: 4 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 8.3
Mortar: 66%
Overall Rating: 4.3

WHAT EVERYONE SHOULD KNOW ABOUT CONTRACEPTION

Channing L. Bete, 1991.

Size: 15 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Reproduction
Reading Level: 8.4
Mortar: 50%
Overall Rating: 2.3

WHAT EVERYONE SHOULD KNOW ABOUT FETAL ALCOHOL EFFECTS

Channing L. Bete, 1983.

Size: 16 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Alcohol, Reproduction
Reading Level: 8.5
Mortar: 53%
Overall Rating: 2.7

WHAT EVERYONE SHOULD KNOW ABOUT SICKLE CELL

Channing L. Bete, 1973.

Size: 16 page booklet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Disease, Description of Health Issues
Reading Level: 6.3
Mortar: 53%
Overall Rating: 3.7

WHAT IS CESAREAN BIRTH?

Channing L. Bete, 1981.

Size: 16 page booklet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 10.5
Mortar: 51%
Overall Rating: 1.5

WHAT IS FETAL ALCOHOL SYNDROME?

Bowman Gray School of Medicine, Not Dated.

Size: 1 panel, both sides
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Reproduction, Alcohol
Reading Level: 8.3
Mortar: 54%
Overall Rating: 3.3

Appendix A

WHAT IS WIC?

Ross Laboratories, 1989.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Nutrition
Reading Level: 4.9
Mortar: 62%
Overall Rating: 4.3

WHAT TO TAKE TO THE HOSPITAL

Wyeth-Ayerst Laboratories, 1991.

Size: one sheet, both sides
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 8.7
Mortar: 60%
Overall Rating: 4.3

WHEN YOU DRINK YOUR UNBORN BABY DOES TO

March of Dimes Birth Defects Foundation, 1978.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Alcohol, Reproduction
Reading Level: 7.8
Mortar: 55%
Overall Rating: 3.2

WILL MY BABY BE ALL RIGHT?

March of Dimes Birth Defects Foundation, 1989.

Size: 12 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Early Detection
Content Focus: Reproduction, Description of Methods/Procedures
Reading Level: 13.2
Mortar: 53%
Overall Rating: 2.5

WOMEN AND BABIES AND STDs

American Social Health Association, 1990.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention, Early Detection, Treatment
Content Focus: Description of Disease, Description of Health Issues, Reproduction
Reading Level: 7.5
Mortar: 57%
Overall Rating: 3.3

WOMEN, PREGNANCY AND HIV/AIDS

Duke University Medical Center, 1992.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Early Detection, Prevention
Content Focus: Reproduction, Description of Methods/Procedures, Description of Health Issues
Reading Level: 12.1
Mortar: 56%
Overall Rating: 3.0

Appendix A

WOMAN'S HEALTH ADVISOR - SAFEGUARD YOUR FERTILITY

Whittle Communications, 1987.

Size: 8 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Reproduction, Description of Diseases
Reading Level: 12.3
Mortar: 52%
Overall Rating: 1.7

YES, I'M HAVING A VBAC

International Childbirth Education Association, Inc., Not Dated.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 10.6
Mortar: 61%
Overall Rating: 3.7

YOU AND YOUR BABY

Ross Laboratories, 1991.

Size: 15 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Parenting
Reading Level: 7.6
Mortar: 64%
Overall Rating: 4.2

YOUR BABY. . .

First Step, 1991

Size: 6 page booklet
Target Population: Adult Female
Primary Purpose: Prevention
Content Focus: Reproduction, Drugs, Alcohol
Reading Level: 6.0
Mortar: 55%
Overall Rating: 3.3

YOUR BABY AND DIAPER RASH

Fisons, 1991.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention, Treatment
Content Focus: Description of Methods/Procedures
Reading Level: 10.9
Mortar: 52%
Overall Rating: 2.7

YOUR BABY'S FIRST YEAR - A GUIDE TO INFANT GROWTH AND DEVELOPMENT

Mead Johnson and Company, 1990

Size: 34 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Product Promotion
Content Focus: Parenting
Reading Level: 8.2
Mortar: 3.0
Overall Rating: 3.0

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Appendix A

YOUR BACK AND HOW TO CARE FOR IT

Schering Corporation, 1978.

Size: 2 single pages
Target Population: General Public
Primary Purpose: General Information, Prevention
Content Focus: Safety
Reading Level: 6.5
Mortar: 52%
Overall Rating: 3.2

YOUR NEW BABY

Health Education Associates, 1988.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 5.4
Mortar: 65%
Overall Rating: 4.5

YOUR VISIT TO THE UNC PERINATAL DIAGNOSTIC CENTER

University of North Carolina, Perinatal Diagnostic Center, 1990.

Size: 10 page booklet
Target Population: Adult Female
Primary Purpose: Prevention
Content Focus: Description of Services
Reading Level: 9.1
Mortar: 59%
Overall Rating: 3.3

Appendix A

Child Health Materials

A HANDBOOK OF CHILD SAFETY

Gerber Products, 1981.

Size: 14 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: Prevention, Product Promotion
Content Focus: Safety
Reading Level: 7.1
Mortar: 57%
Overall Rating: 3.7

ABOUT PARENTING

Channing L. Bete, 1991.

Size: 16 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 6.6
Mortar: 56%
Overall Rating: 2.3

ABOUT SINGLE PARENTING

Channing L. Bete, 1983.

Size: 15 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 9.5
Mortar: 52%
Overall Rating: 1.5

ACCENT ON YOU

Tambrands Inc., 1985.

Size: 23 page booklet
Target Population: Adolescents
Primary Purpose: General Information, Product Promotion
Content Focus: Reproduction, Description of Methods/Procedures
Reading Level: 9.0
Mortar: 59%
Overall Rating: 3.2

BY THE TEENS FOR THE TEENS - ALTERNATIVE WAYS OF DEALING WITH ANGER

REACH of Haywood County, Not Dated.

Size: 14 page booklet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Description of Behavior
Reading Level: 5.5
Mortar: 66%
Overall Rating: 3.7

ARE YOU SURE HE'S OKAY?

Wyeth-Ayerst Laboratories, 1991.

Size: one sheet, both sides
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Product Promotion
Content Focus: Nutrition, Description of Health Issues
Reading Level: 10.1
Mortar: 54%
Overall Rating: 3.2

Appendix A

BABY CARE BASICS

Johnson and Johnson, 1990.

Size: 49 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Health Issues, Safety
Reading Level: 10.6
Mortar: 59%
Overall Rating: 3.8

BATHING YOUR BABY

Ross Laboratories, 1986.

Size: single sheet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 2.9
Mortar: 61%
Overall Rating: 4.3

BECOMING A PARENT

Ross Laboratories, 1978.

Size: 16 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 9.0
Mortar: 66%
Overall Rating: 4.3

BICYCLE MAINTENANCE CHECK LIST

North Carolina Department of Transportation, Not Dated.

Size: 3 pages, both sides
Target Population: Adult Female, Adult Male
Primary Purpose: Prevention
Content Focus: Safety, Description of Methods/Procedures
Reading Level: 6.7
Mortar: 57%
Overall Rating: 4.0

BICYCLE SAFETY - WHAT EVERY PARENT SHOULD KNOW

Bicycle Forum Magazine, 1981.

Size: 4 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: Prevention
Content Focus: Safety, Description of Methods/Procedures
Reading Level: 7.9
Mortar: 63%
Overall Rating: 3.8

BLACKS ARE DYING - THE TRAGEDY OF INFANT MORTALITY

University of North Carolina, 1990.

Size: 8 panel pamphlet
Target Population: General Public, Minorities
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 12.4
Mortar: 49%
Overall Rating: 2.8

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Appendix A

BREASTFEEDING IS EASY TO LEARN

Best Start, 1990.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 5.2
Mortar: 64%
Overall Rating: 4.5

BREASTFEEDING YOUR BABY THE NATURAL WAY

Ross Laboratories, 1989.

Size: 39 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 9.1
Mortar: 60%
Overall Rating: 3.2

BUILDING YOUR CHILD'S SELF-ESTEEM

Planned Parenthood of Hawaii, 1990.

Size: 4 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 10.7
Mortar: 62%
Overall Rating: 2.3

CARING FOR KIDS

REACH of Haywood County, Not Dated.

Size: 11 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Services
Reading Level: 8.7
Mortar: 60%
Overall Rating: 3.5

CHANGING - A BOOKLET FOR GIRLS

Proctor and Gamble, 1990.

Size: 34 page booklet
Target Population: Adolescents
Primary Purpose: General Information, Product Promotion
Content Focus: Reproduction, Description of Health Issues
Reading Level: 7.0
Mortar: 60%
Overall Rating: 4.2

CHANGING - A BOOKLET FOR BOYS

Proctor and Gamble, 1990.

Size: 22 page booklet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Reproduction, Nutrition, Exercise
Reading Level: 7.1
Mortar: 64%
Overall Rating: 4.0

Appendix A

CHILD ABUSE

North Carolina Department of Crime Control and Public Safety, Not Dated.

Size: 8 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting, Safety
Reading Level: 6.5
Mortar: 61%
Overall Rating: 3.5

CHILD CARE: WHAT'S BEST FOR YOUR FAMILY

American Academy of Pediatrics, 1992.

Size: 12 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 8.8
Mortar: 57%
Overall Rating: 2.7

CHILD DEVELOPMENT FROM BIRTH TO 3 YEARS OLD

Channing L. Bete, 1987.

Size: 15 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 5.8
Mortar: 47%
Overall Rating: 2.8

CHILD SAFETY

Gerber Products, 1992.

Size: 13 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: Prevention, Product Promotion
Content Focus: Safety, Nutrition
Reading Level: 8.0
Mortar: 55%
Overall Rating: 3.7

CHILD SAFETY

Gerber Products, 1990

Size: 15 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: Prevention, Product Promotion
Content Focus: Safety
Reading Level: 8.4
Mortar: 61%
Overall Rating: 3.7

CHILD SEXUAL ABUSE: WHAT IT IS AND HOW TO PREVENT IT

American Academy of Pediatrics, 1990.

Size: 8 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention
Content Focus: Parenting
Reading Level: 8.0
Mortar: 60%
Overall Rating: 4.0

Appendix A

CHILDHOOD DISEASES ARE BACK

Reader's Digest, 1990.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Prevention
Content Focus: Description of Diseases, Description of Methods/Procedures
Reading Level: 8.5
Mortar: 52%
Overall Rating: 2.5

CHILDREN, CHILDREN, CHILDREN

Office for Children, Not Dated.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Behavior
Reading Level: 9.2
Mortar: 59%
Overall Rating: 2.8

CHILDREN LEARN WHAT THEY LIVE

Ross Laboratories, 1982.

Size: one sheet, both sides
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Product Promotion
Content Focus: Description of Behavior, Parenting
Reading Level: 4.7
Mortar: 58%
Overall Rating: 2.0

CHOKING PREVENTION AND FIRST AID FOR INFANTS AND CHILDREN

American Academy of Pediatrics, 1990.

Size: 8 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention
Content Focus: Parenting
Reading Level: 6.5
Mortar: 57%
Overall Rating: 3.0

DAY CARE: FINDING THE BEST CHILD CARE FOR YOUR FAMILY

American Academy of Pediatrics, 1988.

Size: 10 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 7.0
Mortar: 59%
Overall Rating: 2.7

DEVELOPING TOILET HABITS

Ross Laboratories, 1986.

Size: 13 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 9.3
Mortar: 56%
Overall Rating: 3.2

Appendix A

DEVELOPING TOILET HABITS

Ross Laboratories, 1988.

Size: 14 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 8.5
Mortar: 59%
Overall Rating: 3.3

DIPHTHERIA, TETANUS AND PERTUSSIS: WHAT YOU NEED TO KNOW

United States Department of Health and Human Services, Centers for Disease Control, 1991.

Size: 10 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Disease, Description of Health Issues
Reading Level: 8.7
Mortar: 62%
Overall Rating: 3.2

DO YOUR KIDS NEED BICYCLE HELMETS?

North Carolina Department of Transportation, Not Dated.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention
Content Focus: Safety
Reading Level: 6.6
Mortar: 59%
Overall Rating: 3.5

EAT RIGHT

American Cancer Society, 1988.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: Prevention
Content Focus: Nutrition
Reading Level: 6.7
Mortar: 38%
Overall Rating: 3.2

ENJOYING YOUR BABY - 4 MONTHS AND BEYOND

Ross Laboratories, 1989.

Size: 15 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention
Content Focus: Nutrition, Safety, Description of Behavior, Parenting
Reading Level: 7.2
Mortar: 61%
Overall Rating: 4.2

ENJOYING YOUR BABY - 6 MONTHS AND BEYOND

Ross Laboratories, 1986.

Size: 15 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 9.4
Mortar: 64%
Overall Rating: 4.2

Appendix A

PARENT'S MAGAZINE - EXPECTING

Gruner and Jahr USA Publishing, 1992.

Size: 76 page magazine
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 11.4
Mortar: 56%
Overall Rating: 3.2

FACTS ABOUT ALLERGY

Mead Johnson and Company, 1975.

Size: 14 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 9.9
Mortar: 54%
Overall Rating: 2.3

FACTS ABOUT ASTHMA FOR PARENTS

Mead Johnson and Company, 1970.

Size: 15 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Treatment
Content Focus: Description of Disease
Reading Level: 9.7
Mortar: 59%
Overall Rating: 3.2

FEEDING YOUR BABY

Ross Laboratories, 1989.

Size: 15 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Nutrition, Parenting, Description of Methods/Procedures
Reading Level: 4.1
Mortar: 60%
Overall Rating: 4.0

FIRMNESS: A WAY TO HELP YOUNG CHILDREN LEARN TO BEHAVE

Wake County Public School System, 1984.

Size: 8 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 9.3
Mortar: 61%
Overall Rating: 3.5

FIRST AID/CHOKING/CPR

American Academy of Pediatrics, 1989.

Size: fold-out poster
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Treatment
Content Focus: Description of Methods/Procedures
Reading Level: 5.3
Mortar: 52%
Overall Rating: 3.0

Appendix A

FOR BOYS: A BOOK ABOUT GIRLS

Personal Products, 1987.

Size: 10 page booklet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Reproduction, Description of Behavior
Reading Level: 7.3
Mortar: 57%
Overall Rating: 4.2

FIRST AID

Blue Cross Blue Shield of North Carolina, 1981.

Size: one sheet, both sides
Target Population: General Public
Primary Purpose: General Information, Prevention, Treatment
Content Focus: Description of Methods/Procedures
Reading Level: 7.7
Mortar: 54%
Overall Rating: 3.3

FRAMINGHAM SAFETY SURVEY - THE FIRST YEAR OF LIFE

American Academy of Pediatrics, Not Dated.

Size: one page, one side
Target Population: Children (to be read by adults)
Primary Purpose: Prevention
Content Focus: Safety
Reading Level: 4.2
Mortar: 67%
Overall Rating: 3.8

FROM BOY TO MAN

Health Education Associates, 1986.

Size: 12 panel pamphlet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Reproduction, Nutrition, Description of Behavior
Reading Level: 5.9
Mortar: 62%
Overall Rating: 4.2

GROWING OLDER - FACTS AND FEELINGS

ETR Associates, 1983.

Size: 8 page booklet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Reproduction, Description of Behavior
Reading Level: 6.7
Mortar: 60%
Overall Rating: 3.0

GROWING UP AND LIKING IT: ANDREA AND FRIENDS

Personal Products, 1988.

Size: 29 page booklet
Target Population: Adolescents
Primary Purpose: General Information, Product Promotion
Content Focus: Reproduction
Reading Level: 3.2
Mortar: 67%
Overall Rating: 4.3

Appendix A

GROWING UP AND LIKING IT: KATE'S DIARY

Personal Products, 1988.

Size: 35 page booklet
Target Population: Adolescents
Primary Purpose: General Information, Product Promotion
Content Focus: Reproduction
Reading Level: 5.6
Mortar: 71%
Overall Rating: 4.8

GROWING UP AND LIKING IT: GREG'S STORY

Personal Products, 1988.

Size: 31 page booklet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 5.1
Mortar: 69%
Overall Rating: 4.5

GROWING UP BUCKLED UP

University of North Carolina, Highway Safety Research Center, Not Dated.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention
Content Focus: Safety
Reading Level: 4.8
Mortar: 58%
Overall Rating: 4.0

GUIDELINES FOR PARENTS - DIAPER RASH

American Academy of Pediatrics, 1992.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: Prevention, Treatment
Content Focus: Description of Methods/Procedures
Reading Level: 9.0
Mortar: 55%
Overall Rating: 3.5

HELPING YOUR BABY SLEEP THROUGH THE NIGHT

Health Education Associates, 1992.

Size: 12 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Behavior
Reading Level: 4.5
Mortar: 70%
Overall Rating: 4.5

HOW DOES YOUR CHILD HEAR AND TALK?

American Speech and Hearing Foundation, Not Dated.

Size: 8 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 4.2
Mortar: 57%
Overall Rating: 4.0

Appendix A

HOW TO DRESS A BABY FROM THE INSIDE OUT

Gerber Products, Not Dated.

Size: one sheet, both sides
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting, Description of Health Issues
Reading Level: 8.6
Mortar: 51%
Overall Rating: 2.3

HOW TO TAKE YOUR CHILD'S TEMPERATURE

Mead Johnson and Company, 1987. (This same pamphlet was reprinted in 1988 and 1989.)

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Early Detection
Content Focus: Description of Methods/Procedures
Reading Level: 9.1
Mortar: 58%
Overall Rating: 3.7

HOW YOUR CHILD LEARNS ABOUT SEX

Ross Laboratories, 1985.

Size: 15 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Reproduction, Parenting
Reading Level: 11.3
Mortar: 62%
Overall Rating: 3.8

IMMUNIZATION REVIEW - A GUIDE TO EVERYTHING YOU SHOULD KNOW ABOUT IMMUNIZATIONS

Connaught Laboratories, Not Dated.

Size: 18 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Disease, Description of Health Issues
Reading Level: 11.0
Mortar: 59%
Overall Rating: 3.3

INFANT FEEDING CHART

Mead Johnson and Company, 1989.

Size: 1 sheet, one side
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Nutrition
Reading Level: 7.0
Mortar: 41%
Overall Rating: 3.3

IS YOUR CHILD A PICKY EATER?

Health Education Associates, 1988.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Behavior, Parenting
Reading Level: 4.4
Mortar: 59%
Overall Rating: 3.8

Appendix A

IT'S A SNAP...A GOOD IDEA IS NOW THE LAW

Governor's Highway Safety Program, Not Dated.

Size: 4 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Safety
Reading Level: 6.3
Mortar: 59%
Overall Rating: 4.2

JAUNDICE IN NEWBORN BABIES

Ross Laboratories, 1981.

Size: two single sheets
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 9.3
Mortar: 58%
Overall Rating: 2.8

KEEP YOUR CHILD FROM CHOKING

American Lung Association, 1978.

Size: 12 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Treatment
Content Focus: Description of Methods/Procedures
Reading Level: 4.0
Mortar: 45%
Overall Rating: 2.8

LICE OUTBREAK NOTIFICATION

Pfizer, Inc., Not Dated.

Size: one sheet, both sides
Target Population: Children (to be read by adults)
Primary Purpose: Early Detection, Treatment
Content Focus: Description of Methods/Procedures
Reading Level: 7.9
Mortar: 53%
Overall Rating: 2.7

MAKE THE CHOICES THAT WILL GIVE YOUR BABY THE BEST START

Bowman Gray School of Medicine, Not Dated.

Size: small card, both sides
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures, Drugs
Reading Level: 4.3
Mortar: 48%
Overall Rating: 2.2

BY THE CHILDREN FOR THE CHILDREN - MAY I TELL YOU HOW I FEEL?

REACH of Haywood County, Not Dated.

Size: 16 page booklet
Target Population: Children
Primary Purpose: General Information
Content Focus: Description of Behavior
Reading Level: 1.8
Mortar: 62%
Overall Rating: 4.0

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Appendix A

MEASLES, MUMPS, AND RUBELLA: WHAT YOU NEED TO KNOW

United States Department of Health and Human Services, Centers for Disease Control, 1991.

Size: 10 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Disease, Description of Health Issues
Reading Level: 8.8
Mortar: 58%
Overall Rating: 3.7

MOMMY, I FEEL HOT - WHAT TO DO WHEN YOUR CHILD HAS A FEVER

McNeil Consumer Products Company, 1988.

Size: 11 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Early Detection, Product Information
Content Focus: Description of Methods/Procedures
Reading Level: 10.5
Mortar: 54%
Overall Rating: 2.3

OFF TO A GOOD START: AS YOUR CHILD ENTERS KINDERGARTEN

Wake County Public School System, 1988.

Size: 24 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 9.0
Mortar: 65%
Overall Rating: 3.8

PARENTING INSIGHTS

Johnson and Johnson, 1979.

Size: 12 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 11.1
Mortar: 62%
Overall Rating: 3.3

PARENTS AND STRESS

Channing L. Bete, 1991.

Size: 16 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 7.2
Mortar: 55%
Overall Rating: 2.5

PARENT'S GUIDE TO ELIMINATING LICE AND THEIR EGGS

Pfizer, 1990.

Size: 12 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Early Detection, Treatment
Content Focus: Description of Methods/Procedures
Reading Level: 7.2
Mortar: 59%
Overall Rating: 4.5

Appendix A

PLAYGROUND SAFETY

American Academy of Pediatrics, Not Dated.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 10.0
Mortar: 52%
Overall Rating: 2.7

POISON AT WORK!

Duke University Poison Control Center, 1982.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: Prevention, Treatment
Content Focus: Safety
Reading Level: 7.1
Mortar: 61%
Overall Rating: 3.8

POISON-PROOFING YOUR HOME

Memorial Mission Emergency Care Center, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Health Issues, Safety, Parenting
Reading Level: 9.2
Mortar: 58%
Overall Rating: 3.7

POLIO: WHAT YOU NEED TO KNOW

United States Department of Health and Human Services, Centers for Disease Control, 1991.

Size: 10 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Health Issues
Reading Level: 8.7
Mortar: 66%
Overall Rating: 4.3

PREPARING FORMULA

Ross Laboratories, 1987.

Size: 15 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Product Promotion
Content Focus: Description of Methods/Procedures
Reading Level: 6.6
Mortar: 52%
Overall Rating: 3.2

PREVENT BABY BOTTLE TOOTH DECAY

United States Department of Health and Human Services, National Institute of Dental Research, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: Prevention
Content Focus: Description of Methods/Procedures, Description of Disease
Reading Level: 9.9
Mortar: 53%
Overall Rating: 3.3

Appendix A

PROTECTING INFANTS AND TODDLERS FROM BEING POISONED

Procter and Gamble, 1975.

Size: 10 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: Prevention
Content Focus: Safety, Description of Methods/Procedures
Reading Level: 9.4
Mortar: 57%
Overall Rating: 3.2

PROTECT YOUR CHILD FROM LEAD POISONING

Health Education Associates, 1992.

Size: 8 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: Prevention, Environmental Agents
Content Focus: Description of Health Issues, Parenting
Reading Level: 1.6
Mortar: 69%
Overall Rating: 4.0

Q & A FOR GIRLS

Tambrands, Inc., 1987.

Size: 31 page booklet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Reproduction, Nutrition
Reading Level: 6.5
Mortar: 61%
Overall Rating: 4.3

QUIT SMOKING. THE LIVES YOU SAVE COULD BE THEIRS

American Cancer Society, 1987.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: Prevention
Content Focus: Smoking
Reading Level: 9.3
Mortar: 60%
Overall Rating: 4.2

SAFE KIDS ARE NOT AN ACCIDENT! HOW TO PROTECT YOUR CHILD FROM INJURY

National Safe Kids Campaign, Not Dated.

Size: 16 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: Prevention
Content Focus: Description of Methods/Procedures
Reading Level: 4.8
Mortar: 59%
Overall Rating: 3.3

SAFETY

Mead Johnson and Company, 1987.

Size: 116 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention
Content Focus: Safety, Parenting
Reading Level: 6.6
Mortar: 60%
Overall Rating: 4.7

Appendix A

SAFETY FOR BABIES AND TODDLERS

Health Education Associates, 1991.

Size: 16 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention
Content Focus: Safety, Description of Methods/Procedures
Reading Level: 3.9
Mortar: 63%
Overall Rating: 3.8

SAFETY - INFANT SAFETY: FIRST TOY/FIRST TRIP

Mead Johnson and Company, 1987.

Size: 1 sheet, both sides
Target Population: Children (to be read by adults)
Primary Purpose: Prevention
Content Focus: Description of Methods/Procedures
Reading Level: 6.5
Mortar: 55%
Overall Rating: 3.3

SECOND-HAND SMOKE - TAKE A LOOK AT THE FACTS

American Lung Association, 1986.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Smoking
Reading Level: 9.2
Mortar: 55%
Overall Rating: 2.8

SETTING LIMITS: TIPS FOR PARENTS OF YOUNG CHILDREN

Wake County Public School System, 1987.

Size: 16 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 7.1
Mortar: 58%
Overall Rating: 3.5

SHOTS FOR TOTS

Channing L. Bete, 1992.

Size: 16 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention
Content Focus: Description of Health Issues
Reading Level: 9.7
Mortar: 46%
Overall Rating: 1.8

SMART MOVE! A STOP SMOKING GUIDE

American Cancer Society, 1988.

Size: 21 page booklet
Target Population: General Public
Primary Purpose: General Information, Treatment
Content Focus: Smoking
Reading Level: 4.5
Mortar: 56%
Overall Rating: 3.0

Appendix A

SPEECH AND LANGUAGE (OF YEARS 1 THROUGH 5)

Pro-Ed, 1976.

Size: each one sheet, both sides (from a pad)
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 6.6
Mortar: 50%
Overall Rating: 2.3

SPOTLIGHT ON DAD

Wyeth Laboratories, 1986.

Size: one sheet, both sides
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Product Promotion
Content Focus: Nutrition
Reading Level: 7.5
Mortar: 65%
Overall Rating: 4.7

TALKING WITH YOUR SON ABOUT BIRTH CONTROL

ETR Associates, 1985.

Size: 8 panel pamphlet
Target Population: Adult Male, Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Parenting, Description of Methods/Procedures
Reading Level: 8.6
Mortar: 61%
Overall Rating: 3.3

TEACH YOUR CHILD TO BE GOOD

Health Education Associates, 1988.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 2.3
Mortar: 70%
Overall Rating: 4.2

TEMPER TANTRUMS: A NORMAL PART OF GROWING UP

American Academy of Pediatrics, Not Dated.

Size: 8 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 7.0
Mortar: 63%
Overall Rating: 2.8

TELEVISION AND THE FAMILY: GUIDELINES FOR PARENTS

American Academy of Pediatrics, 1991.

Size: 8 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 9.3
Mortar: 62%
Overall Rating: 3.2

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Appendix A

TICKET TO GOOD HEALTH

Seat Belts for Safety, Not Dated.

Size: 1 panel, both sides
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Safety
Reading Level: 4.0
Mortar: 52%
Overall Rating: 3.5

THE CHILDREN'S FEVER BOOKLET

Bristol Myers, 1986.

Size: 10 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting, Description of Methods/Procedures
Reading Level: 11.3
Mortar: 55%
Overall Rating: 2.3

THE SAFE ROADS ACT

Governor's Highway Safety Program, Not Dated.

Size: 8 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Alcohol, Safety
Reading Level: 11.0
Mortar: 51%
Overall Rating: 2.7

THE SMOKE AROUND YOU - THE RISKS OF INVOLUNTARY SMOKING

American Cancer Society, 1987.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Smoking, Description of Health Issues
Reading Level: 9.9
Mortar: 52%
Overall Rating: 2.7

TOILET TRAINING: A PARENTS GUIDE

American Academy of Pediatrics, Not Dated.

Size: 8 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 6.9
Mortar: 57%
Overall Rating: 2.8

TOILET TRAINING

Health Education Associates, Inc., 1988.

Size: 12 panel brochure
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 6.2
Mortar: 70%
Overall Rating: 4.5

Appendix A

TOUCH - THE LANGUAGE OF LOVE

Johnson and Johnson, 1988.

Size: 21 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 7.1
Mortar: 69%
Overall Rating: 4.7

TYPES OF SAFETY SEATS

United States Department of Transportation, 1984.

Size: 1 sheet, both sides
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Safety, Description of Methods/Procedures
Reading Level: 8.9
Mortar: 59%
Overall Rating: 4.0

WEANING

Ross Laboratories, 1985.

Size: 16 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 8.5
Mortar: 60%
Overall Rating: 3.2

WHAT DOES SCABIES LOOK LIKE?

Reed and Carnrick, Not Dated

Size: 6 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 9.9
Mortar: 52%
Overall Rating: 1.3

WHAT EVERY CHILD NEEDS FOR GOOD MENTAL HEALTH

National Association for Mental Health, Not Dated.

Size: one sheet, one side
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Mental Health
Reading Level: 5.2
Mortar: 74%
Overall Rating: 4.5

WHAT EVERYONE SHOULD KNOW ABOUT CHILD SAFETY

Channing L. Bete, 1992.

Size: 16 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention
Content Focus: Safety
Reading Level: 4.5
Mortar: 46%
Overall Rating: 2.3

Appendix A

WHAT EVERYONE SHOULD KNOW ABOUT HEAD LICE

Reed and Carnrick, 1973.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Prevention, Early Detection, Treatment
Content Focus: Description of Methods/Procedures
Reading Level: 5.6
Mortar: 53%
Overall Rating: 2.8

WHAT EVERYONE SHOULD KNOW ABOUT PERSONAL HYGIENE

Channing L. Bete, 1991.

Size: 15 page booklet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Nutrition, Exercise, Description of Health Issues
Reading Level: 8.1
Mortar: 37%
Overall Rating: 2.3

WHAT PARENTS SHOULD KNOW ABOUT SHOES, TWISTED OR BENT LEGS, AND FLAT FEET IN CHILDREN

Ross Laboratories, 1986.

Size: 20 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 7.2
Mortar: 57%
Overall Rating: 2.8

WHAT TO TELL FRIENDS AND RELATIVES WHO SAY YOUR BABY SHOULD BE DRINKING COW'S MILK

Ross Laboratories, 1987.

Size: 5 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 7.9
Mortar: 54%
Overall Rating: 3.8

WHAT YOU SHOULD KNOW ABOUT AIDS

United States Department of Health and Human Services, Centers for Disease Control, 1988.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Prevention
Content Focus: Lifestyle, Description of Disease
Reading Level: 8.0
Mortar: 62%
Overall Rating: 4.0

WHAT YOU SHOULD KNOW ABOUT STRESS AND YOUR CHILD

Channing L. Bete, 1991.

Size: 16 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Stress
Reading Level: 6.6
Mortar: 55%
Overall Rating: 2.5

Appendix A

WHEN BABY CRIES

Mead Johnson and Company, 1988.

Size: 6 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Behavior
Reading Level: 2.1
Mortar: 57%
Overall Rating: 3.7

WHEN YOUR BABY HAS COLIC

Mead Johnson and Company, 1990.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: Treatment, Product Promotion
Content Focus: Description of Disease, Parenting
Reading Level: 8.0
Mortar: 58%
Overall Rating: 3.8

WHEN YOUR CHILD IS DIFFICULT

Ross Laboratories, 1980.

Size: 14 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Behavior, Parenting
Reading Level: 10.4
Mortar: 65%
Overall Rating: 3.3

WHEN YOUR CHILD IS ILL

Channing L. Bete, 1992.

Size: 16 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures, Parenting
Reading Level: 7.2
Mortar: 54%
Overall Rating: 2.5

WHY KNOCK YOURSELF OUT ON YOUR BICYCLE?

North Carolian Department of Transportation, Not Dated.

Size: 6 panel pamphlet
Target Population: Children
Primary Purpose: Prevention
Content Focus: Safety
Reading Level: 3.1
Mortar: 64%
Overall Rating: 4.0

YOUNG GIRL'S QUESTIONS ABOUT GROWING UP

Proctor and Gamble, 1991.

Size: 16 page booklet
Target Population: Adolescents
Primary Purpose: General Information, Product Promotion
Content Focus: Description of Health Issues
Reading Level: 10.5
Mortar: 62%
Overall Rating: 4.0

Appendix A

YOUNG PEOPLE, ALCOHOL AND DRIVING

North Carolian Department of Crime Control and Public Safety, Not Dated.

Size: 6 panel pamphlet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Alcohol, Safety
Reading Level: 12.1
Mortar: 47%
Overall Rating: 2.3

YOUR BABY AND CRYING

Ross Laboratories, 1988.

Size: 15 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Behavior, Parenting
Reading Level: 8.4
Mortar: 61%
Overall Rating: 4.0

YOUR BABY BECOMES A TODDLER

Ross Laboratories, 1987.

Size: 15 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 8.0
Mortar: 60%
Overall Rating: 3.3

YOUR BABY'S SAFETY - THE IMPORTANT FIRST YEAR

Ross Laboratories, 1986.

Size: 15 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Safety, Parenting
Reading Level: 8.9
Mortar: 57%
Overall Rating: 4.2

YOUR CHILD AND DISCIPLINE

Ross Laboratories, 1985.

Size: 16 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 10.2
Mortar: 62%
Overall Rating: 2.0

YOUR CHILD AND HIB INFECTION

Connaught Laboratories, Inc., Not Dated.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention
Content Focus: Description of Disease
Reading Level: 10.2
Mortar: 57%
Overall Rating: 3.2

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Appendix A

YOUR CHILD'S FEARS

Ross Laboratories, 1986.

Size: 15 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Parenting
Reading Level: 10.3
Mortar: 69%
Overall Rating: 4.0

YOUR CHILD'S GROWTH: DEVELOPMENTAL MILESTONES

American Academy of Pediatrics, 1987.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Behavior
Reading Level: 6.9
Mortar: 61%
Overall Rating: 3.5

YOUR GROWING CHILD - FROM 9 TO 12 MONTHS, FROM 12 TO 15 MONTHS, FROM 15 TO 18 MONTHS, FROM 18 TO 24 MONTHS, FROM 3 TO 4 YEARS, FROM 5 TO 6 YEARS

Ross Laboratories, 1988.

Size: 4 to 6 panel pamphlets
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Behavior, Nutrition
Reading Level: 5.7
Mortar: 59%
Overall Rating: 4.3

YOUR TODDLER

Ross Laboratories, 1988.

Size: 22 page booklet
Target Population: Children (to be read by adults)
Primary Purpose: General Information
Content Focus: Description of Behavior
Reading Level: 8.7
Mortar: 60%
Overall Rating: 4.2

Appendix A

Family Planning

A MESSAGE FOR TEENS FROM TEENS

March of Dimes, Birth Defects Foundation, 1986.

Size: 6 panel pamphlet
Target Population: Adolescents
Primary Purpose: Prevention
Content Focus: Reproduction, Smoking, Drugs, Alcohol
Reading Level: 5.6
Mortar: 65%
Overall Rating: 4.7

ABOUT GOOD HEALTH FOR WOMEN

Channing L. Bete, 1984.

Size: 15 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of General Health Issues
Reading Level: 8.4
Mortar: 52%
Overall Rating: 2.8

ABOUT PELVIC EXAMS

Channing L. Bete, 1988.

Size: 15 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures, Description of Health Issues, Description of Behavior
Reading Level: 5.9
Mortar: 58%
Overall Rating: 4.0

AIDS: AM I AT RISK

ETR Associates, 1988.

Size: 6 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Behavior, Description of Methods/Procedures
Reading Level: 6.3
Mortar: 63%
Overall Rating: 4.5

AIDS/HIV INFECTION AND THE LAW

North Carolina Bar Association, 1992.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 12.7
Mortar: 53%
Overall Rating: 2.5

BEWARE OF THE FATTY FIVE

Rhode Island Department of Health, 1991.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: Prevention
Content Focus: Nutrition
Reading Level: 7.5
Mortar: 49%
Overall Rating: 3.2

Appendix A

BIRTH CONTROL FACTS

ETR Associates, 1992.

Size: 16 panel fold out pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Description of Methods/Procedures
Reading Level: 4.8
Mortar: 59%
Overall Rating: 3.2

BIRTH CONTROL OPTIONS

Wyeth-Ayerst Laboratories, 1991.

Size: 40 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Product Promotion
Content Focus: Reproduction, Description of Methods/Procedures
Reading Level: 10.2
Mortar: 53%
Overall Rating: 2.5

BREAST CANCER DETECTION AWARENESS: HOW TO EXAMINE YOUR BREASTS

American Cancer Society, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 8.6
Mortar: 53%
Overall Rating: 3.7

BREAST CANCER - YOUR BEST PROTECTION...EARLY DETECTION

American Cancer Society, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Early Detection
Content Focus: Description of Methods/Procedures
Reading Level: 8.9
Mortar: 64%
Overall Rating: 4.2

BREAST EXAMS - WHAT YOU SHOULD KNOW

National Cancer Institute, 1990.

Size: 10 page booklet
Target Population: Adult Female
Primary Purpose: Prevention, General Information
Content Focus: Description of Methods/Procedures
Reading Level: 8.5
Mortar: 55%
Overall Rating: 3.2

BREAST SELF-EXAMINATION: HOW TO DISCOVER CHANGES IN THE BREAST

Parlay International, 1987.

Size: one page, one side
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 9.9
Mortar: 55%
Overall Rating: 3.0

Appendix A

CHLAMYDIA

ETR Associates, 1986.

Size: 6 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Treatment, Prevention
Content Focus: Description of Disease
Reading Level: 6.6
Mortar: 59%
Overall Rating: 3.5

COMMON SEXUALLY TRANSMITTED DISEASES

American Council for Healthful Living, Orange, NJ, 1988.

Size: 8 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Disease
Reading Level: 10.2
Mortar: 55%
Overall Rating: 1.8

CONDOMS AND STD

ETR Associates, 1988.

Size: 8 panel pamphlet
Target Population: Adult Male
Primary Purpose: Prevention
Content Focus: Description of Disease, Description of Methods/Procedures
Reading Level: 6.6
Mortar: 60%
Overall Rating: 4.2

CONDOMS, CONTRACEPTIVES, AND SEXUALLY TRANSMITTED DISEASE

American Social Health Association, 1989.

Size: 8 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Methods/Procedures
Reading Level: 13.0
Mortar: 56%
Overall Rating: 2.8

CONTRACEPTION: FACTS ON BIRTH CONTROL

Krames Communications, 1989.

Size: 16 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Reproduction, Description of Methods/Procedures
Reading Level: 10.4
Mortar: 57%
Overall Rating: 2.8

CONTRACEPTION: THE CHOICE IS YOURS

Ortho Pharmaceutical Corporation, 1989.

Size: 4 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures, Reproduction
Reading Level: 10.4
Mortar: 58%
Overall Rating: 3.0

Appendix A

DIAPHRAGMS AND CERVICAL CAPS

Planned Parenthood Federation of America, Inc., 1990.

Size: 14 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Description of Methods/Procedures
Reading Level: 7.9
Mortar: 50%
Overall Rating: 3.2

"E" IS FOR EXERCISE

American Heart Association, 1977.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Prevention
Content Focus: Description of Behavior
Reading Level: 10.8
Mortar: 57%
Overall Rating: 2.3

EAT RIGHT TO LOWER YOUR HIGH BLOOD CHOLESTEROL

United States Department of Health and Human Services, 1990.

Size: 14 page booklet
Target Population: General Public
Primary Purpose: Prevention, General Information
Content Focus: Nutrition, Description of Health Issues
Reading Level: 2.7
Mortar: 63%
Overall Rating: 4.2

EATING WELL

Memorial Hospital of Rhode Island, 1991.

Size: single sheet, one side
Target Population: General Public
Primary Purpose: Prevention
Content Focus: Nutrition
Reading Level: 4.5
Mortar: 46%
Overall Rating: 2.8

FACTS ABOUT BIRTH CONTROL

Planned Parenthood Federation of America, Inc., 1989

Size: 32 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Methods/Procedures
Reading Level: 10.0
Mortar: 59%
Overall Rating: 3.0

FACTS ABOUT...NICOTINE ADDICTION AND CIGARETTES

American Lung Association, 1990.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: Prevention, Treatment
Content Focus: Description of Health Issues, Smoking
Reading Level: 10.7
Mortar: 57%
Overall Rating: 3.2

Appendix A

FAMILY PLANNING METHODS OF CONTRACEPTION

United States Department of Health,Education and Welfare, Public Health Service, 1978.

Size: 8 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 7.6
Mortar: 62%
Overall Rating: 3.8

FAMILY PLANNING CLINIC FACTS

ETR Associates, 1990

Size: 16 panel (fold-out) pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 6.2
Mortar: 65%
Overall Rating: 3.8

FIFTY MOST OFTEN ASKED QUESTIONS ABOUT SMOKING AND HEALTH...AND THE ANSWERS

American Cancer Society, 1982.

Size: 50 page booklet
Target Population: General Public
Primary Purpose: Prevention, General Information
Content Focus: Smoking, Description of Health Issues, Description of Behavior
Reading Level: 11.2
Mortar: 52%
Overall Rating: 2.8

FOR MEN ONLY

American Cancer Society, 1990.

Size: 4 panel pamphlet
Target Population: Adult Male
Primary Purpose: Prevention
Content Focus: Description of Disease, Description of Methods/Procedures
Reading Level: 9.7
Mortar: 62%
Overall Rating: 3.0

FOR TEENS

American Social Health Association, 1990.

Size: 8 panel (fold-out) pamphlet
Target Population: Adolescents
Primary Purpose: General Information, Prevention
Content Focus: Description of Disease
Reading Level: 7.4
Mortar: 54%
Overall Rating: 4.2

FOR YOUR INFORMATION...VAGINITIS

Ortho Pharmaceutical Corporation, 1988.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Treatment
Content Focus: Description of Disease
Reading Level: 11.8
Mortar: 59%
Overall Rating: 2.8

Appendix A

FRY NOW. PAY LATER.

American Cancer Society, 1985.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: Prevention
Content Focus: Description of Health Issues
Reading Level: 8.4
Mortar: 55%
Overall Rating: 3.8

GETTING SMART ABOUT SEXUALLY TRANSMITTED DISEASES

G.D. Searle and Company, 1991.

Size: 39 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Treatment
Content Focus: Description of Disease
Reading Level: 12.0
Mortar: 51%
Overall Rating: 2.2

GONORRHEA

ETR Associates, 1989.

Size: 6 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Early Detection
Content Focus: Description of Disease
Reading Level: 5.4
Mortar: 58%
Overall Rating: 3.0

HEALTHY FOOD CHOICES

American Diabetes Association, 1986.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Nutrition
Reading Level: 5.5
Mortar: 42%
Overall Rating: 4.0

HERPES

ETR Associates, 1986.

Size: 6 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 7.3
Mortar: 63%
Overall Rating: 4.5

HERPES

American Social Health Association, Not Dated.

Size: 10 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Prevention, Treatment
Content Focus: Description of Disease
Reading Level: 8.2
Mortar: 56%
Overall Rating: 2.7

Appendix A

HIV - GET THE ANSWERS

ETR Associates, 1992.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 6.5
Mortar: 58%
Overall Rating: 3.7

HIV INFECTION AND AIDS

American National Red Cross, 1989.

Size: 14 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Disease
Reading Level: 5.9
Mortar: 63%
Overall Rating: 4.5

HIV - THE ANTIBODY TEST

ETR Associates, 1992.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Early Detection
Content Focus: Description of Health Issues
Reading Level: 6.9
Mortar: 60%
Overall Rating: 4.0

HOW TO EXAM YOUR BREASTS

American Cancer Society, 1977.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Early Detection
Content Focus: Description of Methods/Procedures
Reading Level: 6.9
Mortar: 56%
Overall Rating: 3.5

HOW TO QUIT CIGARETTES

American Cancer Society, 1987.

Size: 12 page booklet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Smoking, Description of Methods/Procedures
Reading Level: 4.1
Mortar: 69%
Overall Rating: 4.8

HOW TO USE A CONDOM

Ansell Incorporated, Not Dated.

Size: 6 panel pamphlet
Target Population: Adult Males
Primary Purpose: General Information, Product Promotion
Content Focus: Description of Methods/Procedures
Reading Level: 8.4
Mortar: 54%
Overall Rating: 3.5

Appendix A

HOW TO USE A CONDOM

Cahners Publishing Co., 1987.

Size: single sheet, both sides
Target Population: Adult Male
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 7.2
Mortar: 52%
Overall Rating: 3.3

IF YOU ARE A MAN

ETR Associates, 1986.

Size: 6 panel pamphlet
Target Population: Adult Male
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 6.2
Mortar: 63%
Overall Rating: 3.8

IT'S A WOMAN'S WORLD

Tambrands, Inc., 1986.

Size: 34 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Reproduction, Description of Health Issues
Reading Level: 10.7
Mortar: 57%
Overall Rating: 2.8

LOOKING AHEAD - ALCOHOL

"Preconceptional Health Promotion Project," UNC Department of Ob-Gyn, 1984.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: Prevention
Content Focus: Alcohol
Reading Level: 5.6
Mortar: 59%
Overall Rating: 3.2

LOOKING AHEAD - DRUGS

"Preconceptional Health Promotion Project," UNC Department of Ob-Gyn, 1984.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: Prevention
Content Focus: Drugs
Reading Level: 6.5
Mortar: 62%
Overall Rating: 3.7

LOOKING AHEAD - SMOKING

"Preconceptional Health Promotion Project," UNC Department of Ob-Gyn, 1984.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: Prevention
Content Focus: Smoking
Reading Level: 6.8
Mortar: 61%
Overall Rating: 3.7

Appendix A

LOOKING AHEAD

"Preconceptional Health Promotion Project," UNC Department of Ob-Gyn, 1984.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: Reproduction, Nutrition
Reading Level: 6.5
Mortar: 63%
Overall Rating: 3.7

MALE FACTS

ETR Associates, 1990

Size: 16 panel fold out pamphlet
Target Population: Adult Male
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 5.9
Mortar: 57%
Overall Rating: 3.8

MALE RESPONSIBILITY IN BIRTH CONTROL

D.I.N. Publications, 1988.

Size: 8 panel pamphlet
Target Population: Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Reproduction, Description of Methods/Procedures
Reading Level: 9.6
Mortar: 59%
Overall Rating: 3.7

MALE SELF-EXAM

ETR Associates, 1990.

Size: 6 panel pamphlet
Target Population: Adult Male
Primary Purpose: Prevention, Treatment
Content Focus: Description of Health Issues
Reading Level: 6.5
Mortar: 62%
Overall Rating: 4.2

MANY TEENS ARE SAYING NO

United States Department of Health and Human Services, Public Health Service, 1989.

Size: 12 page booklet
Target Population: Adolescents
Primary Purpose: General Information, Prevention
Content Focus: Reproduction
Reading Level: 5.7
Mortar: 67%
Overall Rating: 4.3

MORE THAN LOVE IS SWEEPING THE COUNTRY: SOME FACTS ABOUT STDs

Abbott Laboratories, Not Dated.

Size: 3 fold pamphlet
Target Population: General Public
Primary Purpose: General Information, Prevention
Content Focus: Description of Disease
Reading Level: 11.2
Mortar: 52%
Overall Rating: 2.3

BEST COPY AVAILABLE

Appendix A

NATURAL FAMILY PLANNING

Planned Parenthood of San Diego, 1983.

Size: 4 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 9.7
Mortar: 58%
Overall Rating: 2.2

NO! AND OTHER METHODS OF BIRTH CONTROL

Private Line, 1991.

Size: 8 panel pamphlet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 8.6
Mortar: 53%
Overall Rating: 3.8

NORPLANT SYSTEM: QUESTIONS AND ANSWERS

Wyeth-Ayerst Laboratories, 1991.

Size: single sheet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Description of Methods/Procedures
Reading Level: 9.9
Mortar: 56%
Overall Rating: 2.7

NORPLANT: A NEW BIRTH CONTROL METHOD

Planned Parenthood, (New Haven, CT), 1991.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 7.1
Mortar: 62%
Overall Rating: 4.0

NORPLANT SYSTEM: THE MOST RECENT INNOVATION IN BIRTH CONTROL

Wyeth-Ayerst Laboratories, 1991.

Size: 27 page booklet
Target Population: Adult Female
Primary Purpose: General Information, Product Promotion
Content Focus: Reproduction
Reading Level: 12.9
Mortar: 60%
Overall Rating: 2.8

NUTRITION, COMMON SENSE AND CANCER

American Cancer Society, 1984.

Size: 4 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Prevention
Content Focus: Nutrition
Reading Level: 10.0
Mortar: 51%
Overall Rating: 3.2

Appendix A

PERMANENT BIRTH CONTROL FOR WOMEN

Association for Voluntary Surgical Contraception, 1986.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 5.7
Mortar: 63%
Overall Rating: 4.0

PUBLIC HEALTH EDUCATION INFORMATION SHEET - RUBELLA

March of Dimes Birth Defects Foundation, 1986.

Size: one sheet, both sides
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 9.8
Mortar: 57%
Overall Rating: 2.7

SHE WILL ALWAYS REMEMBER YOU

RAJ Publications, 1973.

Size: 4 panel pamphlet
Target Population: Adult Male
Primary Purpose: General Information
Content Focus: Description of Behavior
Reading Level: 8.0
Mortar: 63%
Overall Rating: 3.8

SMART MOVE! A STOP SMOKING GUIDE

American Cancer Society, 1988.

Size: 22 page booklet
Target Population: General Public
Primary Purpose: Prevention
Content Focus: Smoking, Description of Methods/Procedures
Reading Level: 3.6
Mortar: 60%
Overall Rating: 3.3

SMOKING OR THE PILL

Planned Parenthood Federation of America, Inc., 1991.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Prevention
Content Focus: General Health Issues, Smoking, Reproduction
Reading Level: 10.2
Mortar: 53%
Overall Rating: 3.0

SOME QUESTIONS AND ANSWERS ABOUT CHLAMYDIA

American Social Health Association, 1990

Size: 6 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Treatment, Prevention
Content Focus: Description of Disease
Reading Level: 10.2
Mortar: 54%
Overall Rating: 2.2

Appendix A

STAY HEALTHY! LEARN ABOUT UTERINE CANCER

American Cancer Society, 1982

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: Early Detection
Content Focus: Description of Disease
Reading Level: 9.7
Mortar: 56%
Overall Rating: 3.5

STD FACTS

ETR Associates, 1989.

Size: 16 panel fold out pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Disease
Reading Level: 4.6
Mortar: 61%
Overall Rating: 4.3

STD (VD)

American Social Health Association, 1989.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Prevention, Treatment
Content Focus: Description of Disease
Reading Level: 8.1
Mortar: 55%
Overall Rating: 3.5

TALK TO MY PARENTS?

Planned Parenthood, (Monterey, CA), 1982

Size: 4 panel pamphlet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 4.2
Mortar: 69%
Overall Rating: 4.5

TALKING WITH YOUR DAUGHTER ABOUT HER FIRST PELVIC EXAM

ETR Associates, 1985.

Size: 8 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Early Detection
Content Focus: Description of Health Issues
Reading Level: 7.6
Mortar: 67%
Overall Rating: 4.5

TALKING WITH YOUR PARENTS ABOUT BIRTH CONTROL

ETR Associates, 1990.

Size: 6 panel pamphlet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 3.9
Mortar: 70%
Overall Rating: 4.2

Appendix A

TALKING WITH YOUR PARTNER ABOUT USING CONDOMS

ETR Associates, 1989.

Size: 8 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Reproduction, Description of Health Issues
Reading Level: 4.8
Mortar: 61%
Overall Rating: 3.7

TEEN SEX? IT'S OK TO SAY: NO WAY!

Planned Parenthood Federation of America, Inc., 1989.

Size: 15 page booklet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 4.7
Mortar: 70%
Overall Rating: 4.5

TEN RIDICULOUS IDEAS THAT WILL MAKE A FATHER OUT OF YOU

Planned Parenthood, (Oklahoma City, OK), 1987.

Size: 6 panel pamphlet
Target Population: Adolescents
Primary Purpose: General Information, Prevention
Content Focus: Reproduction
Reading Level: 5.3
Mortar: 67%
Overall Rating: 4.5

TEN RIDICULOUS IDEAS THAT WILL MAKE A MOTHER OUT OF YOU

Planned Parenthood, (Oklahoma City, OK), 1987.

Size: 8 panel pamphlet
Target Population: Adolescents
Primary Purpose: General Information, Prevention
Content Focus: Reproduction
Reading Level: 5.1
Mortar: 65%
Overall Rating: 4.0

THE CHOICE TO ABSTAIN

ETR Associates, 1986.

Size: 6 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 5.1
Mortar: 65%
Overall Rating: 3.7

THE DECISION IS YOURS

American Cancer Society, 1977.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Smoking, Description of Disease
Reading Level: 10.6
Mortar: 51%
Overall Rating: 2.7

Appendix A

THE PERILS OF PUBERTY

RAJ Publications, 1981.

Size: 16 page booklet
Target Population: Adolescents
Primary Purpose: General Information
Content Focus: Description of Behavior, Reproduction
Reading Level: 5.6
Mortar: 68%
Overall Rating: 4.5

THIS IS YOU

RAJ Publications, 1981.

Size: 14 page booklet
Target Population: Adolescents
Primary Purpose: General Information, Early Detection
Content Focus: Description of Health Issues
Reading Level: 7.1
Mortar: 68%
Overall Rating: 4.7

TODAY'S OC: BENEFITS BEYOND BIRTH CONTROL

Wyeth-Ayerst Laboratories, 1992.

Size: 8 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 11.8
Mortar: 49%
Overall Rating: 2.2

TOUCH AND SEXUAL ABUSE: HOW TO TALK TO YOUR CHILD

ETR Associates, 1981.

Size: 6 panel pamphlet
Target Population: Children (to be read by adults)
Primary Purpose: General Information, Prevention
Content Focus: Description of Behavior
Reading Level: 9.3
Mortar: 63%
Overall Rating: 4.0

VASECTOMY

Association for Voluntary Surgical Contraception, 1986.

Size: 6 panel pamphlet
Target Population: Adult Male
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 5.3
Mortar: 64%
Overall Rating: 3.8

VD? STD? WHO, ME?

Private Line, 1991.

Size: 8 panel pamphlet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 7.7
Mortar: 51%
Overall Rating: 3.0

Appendix A

WEIGHT CONTROL

Krames Communications, 1988.

Size: 6 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Prevention
Content Focus: Exercise, Nutrition, Lifestyle, Description of Behavior
Reading Level: 5.9
Mortar: 55%
Overall Rating: 3.8

WHAT EVERYONE SHOULD KNOW ABOUT NATURAL FAMILY PLANNING

Channing L. Bete, 1982.

Size: 16 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Reproduction, Description of Methods/Procedures
Reading Level: 10.2
Mortar: 52%
Overall Rating: 2.2

WHAT EVERYONE SHOULD KNOW ABOUT V.D.

Channing L. Bete, 1986.

Size: 16 page booklet
Target Population: General Public
Primary Purpose: General Information
Content Focus: Description of Disease
Reading Level: 8.5
Mortar: 58%
Overall Rating: 3.3

WHAT MEN SHOULD KNOW ABOUT CONTRACEPTION

Channing L. Bete, 1991.

Size: 16 page booklet
Target Population: Adult Male
Primary Purpose: General Information
Content Focus: Reproduction
Reading Level: 7.2
Mortar: 57%
Overall Rating: 3.5

WHAT YOU SHOULD KNOW ABOUT INFERTILITY

Channing L. Bete, 1985.

Size: 16 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Treatment
Content Focus: Reproduction
Reading Level: 10.6
Mortar: 54%
Overall Rating: 2.3

WHAT YOU NEED TO KNOW ABOUT SEXUALLY TRANSMITTED DISEASES, HIV DISEASE AND AIDS

Burroughs Wellcome Company, 1990.

Size: 22 page booklet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Treatment
Content Focus: Description of Disease
Reading Level: 9.5
Mortar: 57%
Overall Rating: 3.2

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Appendix A

WHAT YOU SHOULD KNOW ABOUT STDs

March of Dimes Birth Defects Foundation, 1991.

Size: 6 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information, Prevention
Content Focus: Description of Disease
Reading Level: 7.0
Mortar: 63%
Overall Rating: 4.3

WHY START A LIFE UNDER A CLOUD?

American Cancer Society, 1986.

Size: 6 panel pamphlet
Target Population: Adult Female
Primary Purpose: Prevention, General Information
Content Focus: Smoking, Description of Health Issues
Reading Level: 9.7
Mortar: 50%
Overall Rating: 3.0

WILL MY DRINKING HURT MY BABY?

March of Dimes Birth Defects Foundation, 1986.

Size: 4 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Health Issues
Reading Level: 4.8
Mortar: 66%
Overall Rating: 4.8

WOMEN, SEX AND AIDS

American Red Cross, 1988.

Size: 16 panel pamphlet
Target Population: General Public
Primary Purpose: General Information, Prevention, Early Detection
Content Focus: Description of Disease
Reading Level: 9.8
Mortar: 57%
Overall Rating: 3.7

YOU AND THE PILL

Planned Parenthood Federation of America, Inc.,, 1992.

Size: 14 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Reproduction, Description of Methods/Procedures
Reading Level: 7.7
Mortar: 58%
Overall Rating: 2.8

YOUR CONTRACEPTIVE CHOICES FOR NOW, FOR LATER

United States Department of Health and Human Services, Public Health Service, Not Dated.

Size: 8 panel pamphlet
Target Population: Adult Female, Adult Male
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 8.2
Mortar: 55%
Overall Rating: 2.7

Appendix A

YOUR FIRST (OR 23rd) PELVIC EXAM

Planned Parenthood of Atlanta, 1984.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information, Early Detection
Content Focus: Description of Methods/Procedures
Reading Level: 6.6
Mortar: 64%
Overall Rating: 4.0

YOUR GYNECOLOGIC VISIT

Wyeth-Ayerst Laboratories, 1991.

Size: 34 page booklet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Health Issues, Description of Methods/Procedures
Reading Level: 11.0
Mortar: 60%
Overall Rating: 3.8

YOUR PELVIC EXAM

ETR Associates, 1986.

Size: 8 panel pamphlet
Target Population: Adult Female
Primary Purpose: General Information
Content Focus: Description of Methods/Procedures
Reading Level: 7.0
Mortar: 69%
Overall Rating: 4.3

Appendix B

VENDORS

Note: The materials evaluated in this study were obtained from commercial and not-for-profit vendors. Not all of the materials included an address and/or telephone number. In those cases where this information was provided, the vendor is listed.

American Academy of Pediatrics
Division of Publications
141 Northwest Point Blvd.
P.O. Box 927
Elk Grove Village, IL 60009-0927

American Cancer Society
800/ACS-2345

American Council for Healthful Living
439 Main Street
Orange, NJ 07050
201/674-7476

American Diabetes Association
1660 Duke Street
Alexandria, VA 22314

American Dietetic Association
216 West Jackson Boulevard
Chicago, IL 60606-6995
312/899-0040

American Heart Association
National Center
7320 Greenville Avenue
Dallas, TX 75231

American Lung Association of NC
Mid-State Regional Office
P.O. Box 726
Southern Pines, NC 28388
800/633-1987

American Social Health Association
P.O. Box 13827
Research Triangle Park, NC 27709

American Speech and Hearing Foundation
10801 Rockville Pike
Rockville, MA 20852

Ansell Incorporated
Medical Products Division
Eatontown, NJ 07724

Association for Voluntary Surgical Contraception
122 East 42nd Street
New York, NY 10168

BABES (Bay Area Birth Education Series)
59 Berens Drive
Kentfield, CA 94904

Bicycle Forum
P.O. Box 8308
Missoula, MT 59807
406/721-1776

Boehringer Mannheim
Diagnostics Division
9115 Hague Road
Indianapolis, IN 46250

Bowman Gray School of Medicine
Wake Forest University
Winston-Salem, NC 27103

Appendix B

Bristol-Myers
Evansville, IN 47721-0001

Cahners Publications
P.O. Box 905
Bedford Hills, NY 10507

Channing L. Bete Company, Inc.
South Deerfield, MA 01373

Childbirth Graphics, Ltd.
1210 Culver Road
Rochester, NY 14609

Clallam Jefferson Family Planning
1215 East 1st
Port Angeles, WA 98362

Connaught Laboratories
Route 611
P.O. Box 187
Swiftwater, PA 18370-0187
800/822-2463

Cystic Fibrosis Foundation
6000 Executive Boulevard
Suite 309
Rockville, MD 20852

DIN Publications
2050 East University Drive
Phoenix, AZ 85034
602/257-0797

Division of Maternal-Fetal Medicine
Department of Ob-Gyn
214 MacNider Building 202H
University of North Carolina
Chapel Hill, NC 27514

Duke University Poison Control Center
Duke University Medical Center
Durham, NC 27710
919/684-8111

Duke University Medical Center
Department of Pediatrics
Division of Infectious Diseases
Box 3499
Durham, NC 27710

EDN Corporation
Educational Programs, Inc.
Elkins Park, PA 19117-1410

ETR Associates/Network Publications
P.O. Box 1830
Santa Cruz, CA 95061-1830
800/321-4407

Evenflo Products Company
771 North Freedom Street
P.O. Box 1206
Ravenna, OH 44266-1206

Fisons Corporation
P.O. Box 1212
Rochester, NY 14603-1212

General Mills
Big "G" Division
Minneapolis, MN 55440

Gerber Products Company
445 State Street
Freemont, MI 49412

Gruner and Jahr USA Publishing
685 Third Ave.
New York, NY 10017

Health Education Associates, Inc.
8 Jan Sebastian Way
Sandwich, MA 02563

International Childbirth Education
Association, Inc.
P.O. Box 200048
Minneapolis, MN 55420

Appendix B

Johnson and Johnson Company
Skillman, NJ 08558
800/526-3967

Kimberly-Clark Corporation
2100 Winchester Road
Neenah, WI 54956

Krames Communications
1100 Grundy Lane
San Bruno, CA 94066-3030

La Leche League International, Inc.
9616 Minneapolis Avenue
Franklin Park, IL 60131

Lamaze Publishing Company, Inc.
Editorial and Advertising Offices
30 Old Kings Highway South
Darien, CT 06820

Leading Lady Companies
Cleveland, Ohio

March of Dimes Birth Defects Foundation
National Office
1275 Mamaroneck Avenue
White Plains, NY 10605
914/428-7100

Maternity Center Association
48 East 92nd Street
New York, NY 10128

Mead Johnson and Company
Evansville, IN 47721

McNeil Consumer Products Company
Fort Washington, PA 19034

Miles, Inc.
Cutter Biological
400 Morgan Lane
West Haven, CT 06516

National Association for Mental Health
10 Columbus Circle
New York, NY

National Cancer Institute
9000 Rockville Pike
Bethesda, MA 20892

National Cholesterol Education Program
4733 Bethesda Avenue
Suite 530
Bethesda, MD 20814-4820

National Dairy Council
Rosemont, IL 60018-4233

National Institute of Dental Research
P.O. Box 54793
Washington, DC 20032

Network Publications (a division of ETR Associates)
P.O. Box 1830
Santa Cruz, CA 95061-1830

North Carolina Department of Crime Control and Public Safety
P.O. Box 27687
Raleigh, NC 27611-7687
919/733-5522

North Carolina Department of Transportation
The Bicycle Program
P.O. Box 25201
Raleigh, NC 27611
919/733-2804

Appendix B

North Carolina Health Careers Access Program
University of North Carolina at Chapel Hill
CB#8010
720 Airport Road
Suite 100
Chapel Hill, NC 27514-5737

Organized Marketing Inc.
34 E. Putnam Ave.
Suite 102
Greenwich, CT 06830
203/661-1461

Ortho Pharmaceutical Corporation
Raritan, NJ 08869-0602

Park-Davis
Consumer Health Products Group
Warner-Lambert Company
Morris Plains, NJ 07950

Pathways Awareness Foundation
123 North Wacker Drive
Chicago, IL 60606

Pfizer, Inc.
235 East 42nd Street
New York, NY 10017

Planned Parenthood Federation of America, Inc.
Publications Department
810 Seventh Avenue
New York, NY 10019
212/541-7800

Planned Parenthood of Atlanta
100 Edgewood Avenue, N.E.
Suite 1604
Atlanta, GA 30303
404/688-9300

Planned Parenthood of Central Oklahoma
619 North West 23rd Street
Oklahoma City, OK 73103
405/528-0221

Planned Parenthood of Connecticut
129 Whitney Avenue
New Haven, CT 06510
203/865-5158

Prenatal Educator
Educational Programs Publication
8003 Old York Road
Elkins Park, PA 19117-1410

Private Line
P.O. Box 131
Kenilworth, IL 60043
708/251-5893

Proctor and Gamble
One Procter and Gamble Plaza
Cincinnati, OH 45201

Pro-Ed
5341 Industrial Oaks Boulavard
Austin, TX 78735

RAJ Publications
P.O. Box 15720
Lakewood, CO 80215

Reach of Haywood County
2216 Asheville Road
Waynesville, NC 28786

Reader's Digest
Pleasantville, NY 10570

Reed and Carnrick
Kenilworth, NJ 07033

Ross Laboratories
Columbus, OH 43216

Appendix B

Schering Corporation
Kenilworth, NJ

Seat Belts for Safety
300 W. Millbrook Road
Suite A
Raleigh, NC 27609
919/848-4595

Semantodontics, Inc.
P.O. Box 15668
Phoenix, AZ 85060

Tambrands, Inc.
Lake Success, NY 11042

The American College of Obstetricians and Gynecologists
409 12th Street, SW
Washington, DC 20024-2188

The Banster Press
Menlo Park, CA

Tokos Medical Corporation
1821 East Dyer Road
Santa Ana, CA 92705
800/678-6567

University of North Carolina
AFP Screening Program
Chapel Hill, NC 27599

University of North Carolina
Department of Ob-Gyn
214 MacNider Building 202H
Chapel Hill, NC 27514

United States Department of Health and Human Services
Public Health Service
Centers for Disease Control
P.O. Box 6003
Rockville, MD 20850

United States Department of Health and Human Services
US Public Health Service
Centers for Disease Control
Atlanta, GA 30333

Western North Carolian Poison Center
Memorial Mission Emergency Care Center
509 Biltmore Avenue
Asheville, NC 28801

Whitehall Laboratories, Inc.
685 Third Avenue
New York, NY 10017

Whittle Communications
505 Market Street
Knoxville, TN 37902

Wyeth Laboratories
Philadelphia, PA

Appendix C

The SMOG Readability Formula

To calculate the SMOG reading grade level, begin with the entire written work being assessed, and follow these four steps:

1. Count off 10 consecutive sentences near the beginning, in the middle and near the end of the text.

2. From this sample of 30 sentences, circle the words with three or more syllables, including repetitions of the same word. Total the number of words circled.

3. Estimate the square root of the total number of polysyllabic words counted. This is done by finding the nearest perfect square, and taking its square root.

4. Finally, add a constant of three to the square root. This number gives the SMOG grade, or the reading grade level that a person must have reached if he or she is to fully understand the text being assessed.

Example

Readability Test Calculations

Total Number of Polysyllabic Words	= 38
Nearest Perfect Square	= 36
Square Root	= 6
Constant	= 3
SMOG Reading Grade Level	= 9

Appendix D

Standard Pretest Questions

NOTE: Change the words in parentheses to fit the particular item being pretested.

1. **Main Idea Communication/Comprehension**

   - What was the main idea this (message) was trying to get across to you?
   - What does this (message) ask you to do?
   - What action(s), if any, is the (message) recommending that people take?
   - In your opinion, was there anything in the (message) that was confusing?
   - Which of these phrases best describes the (message)?

     Easy to understand
     Hard to understand

   - Did you learn anything new (about the health subject) from this (message)? If yes, what?
   - In your opinion, was there anything in particular that was worth remembering about the (message)?

Source: These questions were adapted from:

U.S. Department of Health and Human Services, ***Pretesting in Health Communications: Methods, Examples and Resources for Improving Health Messages and Materials***, Public Health Service, NIH Publication No. 83-1493, 1982.

Appendix D

2. **Believability**

- In your opinion, was there anything in the (message) that was hard to believe? If yes, what?

- Which of these words or phrases best describes how you feel about the (message)?

  Believable
  Not believable

3. **Personal Relevance/Interest/Acceptance**

- In your opinion, what type of person was this (message) talking to?

  Was it talking to . . .
  Someone like me
  Someone else, not me

  Was it talking to . . .
  All people
  All people, but especially (the target audience)
  Only (the target audience)

- Which of these words or phrases best describes how you feel about the (message)?

  Interesting
  Not interesting

  Informative
  Not informative

  Well done
  Poorly done

  Comforting
  Alarming

- What, if anything, did you particularly like about the (message)?

- Was there anything in the (message) that you particularly disliked or that bothered you? If yes, what?

4. **Artwork**

- By just looking at this (graphic, drawing, picture), what do you think it says?

- Is there anything in this (graphic, drawing, picture) that bothers or offends you?

Appendix E

INFORMATION NEEDS

The pathway to action and change in a health behavior can involve a variety of steps. Typically, people need to:

- Know a problem exists;
- Learn facts in relation to the problem;
- Learn how their behavior and feelings relate to the problem;
- Believe there are benefits to correcting the problem;
- Learn the array of actions they can take;
- Decide on which action is possible for them;
- Believe that they can carry out the action;
- Accept and trust those helping them; and
- Control the situations and other causes that trigger the problem.

As a person proceeds through these steps, and possibly repeats some of them, their needs for information change. That is, the information in the pamphlet or booklet we would give a person just learning about a problem would differ from the information given a person already involved in solving a problem. Thus, the above list of steps could be arranged into the following information categories:

- **Why? What's the Problem?**

  Behavior Example: does not exercise and does not intend to start exercising

- **What's in It For Me?**

  Behavior Example: does not exercise but intends to start exercising

- **Ready for Action**

  Behavior Example: exercises some but not regularly

- **Keeping It Going**

  Behavior Example: exercises regularly but just started do so recently

- **Staying Put - Never to Return**

  Behavior Example: has been exercising regularly for a long time

Appendix E

Most of the time you will know what type or level of information a person needs. If not, discovering a person's information needs is easy and only takes a minute.

ASK THE FOLLOWING QUESTIONS:

1. Do you intend to (_____) in the next six months?

   If negative. STOP. This individual is in the "Why? What's the Problem?" category and needs general or overview information about the problem.

   If positive, ask question #2 and possibly question #3.

2. Do you intend to (_____) in the next month, or have you (_____) in the past month?

   If the answer is "intending to in the next month," the person is in the "What's in It For Me?" category and needs information on the benefits of pursuing action and information that can help displace doubts, such as facts and figures.

   If the answer is "have in the past month," the individual is in the "Ready for Action" or possibly the "Keeping It Going" category and needs "how-to" information on where to go (resources) for help and tips on troubleshooting situations.

3. Have you been (_____) for the past six months?

   If the answer is "yes," the individual is in the "Staying Put - Never to Return" and could use information or advice on "staying the course."

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